



National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: 3101 Euclid Avenue Building

Other names/site number: N/A

Name of related multiple property listing:
N/A

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: 3101 Euclid Avenue

City or town: Cleveland State: OH County: Cuyahoga

Not For Publication: N/A Vicinity: N/A

3. State/Federal Agency Certification

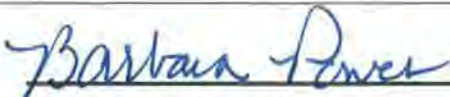
As the designated authority under the National Historic Preservation Act, as amended,
I hereby certify that this X nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___ national ___ statewide X local

Applicable National Register Criteria:

X A ___ B X C ___ D

	DSHPO for Inventory & Registration	<u>June 9, 2017</u>
Signature of certifying official/Title:		Date
<u>State Historic Preservation Office, Ohio History Connection</u>		
State or Federal agency/bureau or Tribal Government		

In my opinion, the property ___ meets ___ does not meet the National Register criteria.	
Signature of commenting official:	Date
Title :	State or Federal agency/bureau or Tribal Government

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4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:)

Patrick Andrus
Signature of the Keeper

8/7/2017
Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u> </u>	<u> </u>	sites
<u> </u>	<u> </u>	structures
<u> </u>	<u> </u>	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/TRADE: business; office building

Current Functions

(Enter categories from instructions.)

VACANT/NOT IN USE

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7. Description

Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT; International style; Miesian

Materials: (enter categories from instructions.)

Principal exterior materials of the property: Steel, Aluminum, Glass, Brick, Granite

Narrative Description

Summary Paragraph

The 3101 Euclid Avenue Building is located at 3101 Euclid Avenue, Cleveland, Ohio. The 1958 International Style-Miesian midrise office building was designed, manufactured and constructed by the engineering, steel manufacturing, and contracting firm of H.L. Vokes Company of Cleveland.

The property is situated on Cuyahoga County Parcels #103-06-029 and #103-06-030, with a lot size of 0.947 acres. The glass and metal curtain wall office building resides on the north side of Euclid Avenue between E. 30th and E. 36th Streets in Cleveland's MidTown commercial area. The nominated office building fronts the city sidewalk on Euclid Avenue and dominates the streetscape along a roughly two block stretch, its glass-box form rising above the neighboring 2-3 story mid-century modern commercial buildings and remaining early 20th century commercial buildings, former apartment buildings, and Gothic Revival style church building. Immediately adjacent to 3101 Euclid is the 1956-57 WEWS Building to the west at E. 30th Street and the 1956-57 Equitable Building at 3121 Euclid Ave. (Bryant & Stratton College) to the east. The south elevation façade fronts Euclid Avenue with a RTA HealthLine transit stop located in the median strip of Euclid Avenue. The building's adjacent parking deck is located to the north (rear) with access from Euclid Avenue through the east wing porte-cochere. The 3101 Euclid office building and parking deck occupy the entirety of the lots.

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Narrative Description

EXTERIOR (Photos 1-11)

The 1958 3101 Euclid Avenue Building is an excellent example of an International Style-Miesian glass and metal curtain wall midrise office building. The 3101 Euclid Avenue Building is one of the early examples of the trend towards the modern mid-century architecture in commercial buildings and the resurgence in downtown Cleveland development during the late 1950s. The nine-story building is the first all steel skeleton glass and metal curtain wall office building designed by a local firm.¹ It is the tallest glass-box office building of more than a dozen new buildings built during the revitalization of the Euclid-East 30th Street MidTown area.² It is the first glass and metal curtain wall midrise office building employing steel I-beam construction in downtown Cleveland designed, manufactured, and constructed by the Cleveland-based engineering, steel manufacturing, and construction firm of H.L. Vokes Company.

The building is defined on the exterior by its overall symmetry, lightness and composition of materials including steel, aluminum and glass and metal curtain wall system with tinted glazing and enameled steel spandrels. The rectangular central projecting block is eight-stories tall with a mechanical penthouse set back at the ninth floor; flanked by four-story rectangular wings. The steel I-beam construction with corrugated galvanized steel decking with concrete slab, expressed throughout the building, exemplifies Mies van der Rohe's "skeleton idea."³

The "floating" (south) façade fronting Euclid Avenue expresses the International Style with the ground floor recessed from supporting piers. The piers are enclosed in polished black and contrasting white granite stone cladding. This two-toned effect continues in the main lobby with black and white contrasting marble. The aluminum and glass central recessed entry is comprised of a revolving door with flanking single doors. Glass and aluminum storefront assemblies, flanking the entry, have both single doors leading from the recessed entry and sidewalk access. They have been protected with plywood and plastic. The four-story east wing is open at the facade ground level, creating a porte-cochere, providing vehicular access to the parking deck at the rear. A small open courtyard is located at the rear of the west wing first floor level, with

¹ The 3101 Euclid Avenue office tower was completed in 1958, the same year as 55 Public Square (*NR# 02000702 Euclid Ave. Historic District*) designed by Carson Lundin & Shaw Architects of New York which is recognized as the first office tower in Cleveland since 1930 and first designed in Cleveland in the International style. For more about 55 Public Square see Eric Johannesen's *Cleveland Architecture 1876-1976*. Cleveland: Western Reserve Historical Society, 1996, 213.

² *Plain Dealer*, 30 July 1957.

³ Trachtenberg, Marvin and Isabelle Hyman. *Architecture from Prehistory to Post-Modernism/The Western Tradition*. Englewood: Prentice-Hall, Inc., 2003, 538.

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access to the parking deck. Additional access from the parking deck to the building occurs at the first floor along the north elevation.

The façade upper floors exhibit an aluminum and glass curtain wall system composed of a grid pattern of glazing units and enameled steel spandrels. The curtain wall is composed of aluminum mullions anchored to the structural skeleton of the building. The curtain wall, suspended from the structure, supports an aluminum frame comprised of an enameled steel panel below panes of fixed tinted glazing, with a pattern of operable pivot sash. The enameled steel panels have been painted over in recent years. The enameled panels are comprised of honeycomb aluminum insulation sandwiched between two heavy gauge steel sheets. The honeycombed aluminum insulation creates an air gap and further stiffen the enamel panels. The spandrels obscure the reinforced concrete floor structure. Floors two through eight of the building's central block and two through four of each wing, are framed by larger corner pieces of striated metal providing lateral support, emphasizing the rectangular forms of the glass-box design. The ninth floor flat roof mechanical pent house is set back from the vertical plane of floors two through eight, as a result of Building Code requirements which capped the building height at 90', with 6" set-back for each 1' above 90'.⁴ All elevations on the upper floors exhibit aluminum and glass curtain wall system with the occasional opening protected by plywood in-fill where glazing has been damaged.

The central block of the building protrudes past the east and west wings. The west elevation is a four-story wing immediately adjacent to the 1957 WEWS Building. At the rear elevation the wall surface is white brick at the ground level courtyard. The wing's first and second floors are enclosed by the adjacent building. The west elevation is faced with white brick and south upper floors exhibit aluminum and glass curtain wall system consistent with the façade of the central block.

The east elevation is a four-story wing immediately adjacent to the ca. 1957 Equitable Building (Bryant & Stratton College). The ground level porte-cochere has a white brick wall with plywood protected aluminum and glass storefront assemblies. The east storefront assembly continues from the façade one bay. The large exposed concrete slab of the porte-cochere, supporting the upper floors, has recessed lighting and is painted. The east end is supported by single brick piers on a raised curb. The first through partial fourth floors are largely enclosed by the adjacent Equitable Building. The wing's east elevation is faced with white brick. The north

⁴ Codified Ordinances of the City of Cleveland, Building Code, Zoning, 1956. City of Cleveland Public Administration Library. Section 5.1136. Height for Class 2 buildings of 90 ft., with a setback of 6" per each 1' over 90 ft.

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and south upper floors exhibit aluminum and glass curtain wall system consistent with the façade.

The rear elevation is composed of a protruding central block exhibiting the aluminum and glass curtain wall system consistent with the façade and the immediately adjacent reinforced concrete parking deck. The ground floor wall material is white brick with steps and single door entry from the covered parking deck.

The parking deck is steel beam and reinforced concrete construction with five alternating stacked ramps, three-stories in height, accommodating over 200 parking spaces. Entrance to the parking deck is through the east wing porte-cochere from Euclid Avenue. The north access at the first and second levels is now accessed through an easement on the Cleveland State University–Cole Building/Campus International School property.

INTERIOR (Photos 12-25)

The ground floor main lobby is enclosed by glass at the exterior wall with revolving door entry. Main lobby interior walls are clad with large slabs of book-matched Statuary White Italian marble⁵ and glass. A ghost sign from mastic mounted letters reading “The 3101 Euclid Building” remains on the south wall. Double glass doors with transom on the east and west walls lead to flanking open plan tenant spaces. The main lobby connects with the central core elevator lobby to the north. Elevator lobby walls are clad in book-matched Negro Marquina marble slabs from Spain,⁶ with contrasting book-matched white marble on the north wall. A two passenger elevator bank, with mirrored striated paired elevator doors, is located on the west wall. An aluminum and glass tenant directory remains imbedded into the east wall. The east switch back metal pan and concrete staircase is located across from the elevator bank. Glass double doors at the north wall lead to the rear parking deck. A second switch back metal pan and concrete staircase is located on the west side of the lobby corridor north of the bank of elevators. Terrazzo flooring is throughout the main and elevator lobbies. The ceiling and light fixtures have been removed to reveal steel I-beams and corrugated galvanized steel decking accommodating the open floor plan above.

East and west ground floor tenant spaces retain an open floor plan with glass and metal storefront assemblies. A ghost sign, reading “The Diplomat”, remains at the west glass storefront. The basement level has concrete and brick walls with large formed concrete columns. It houses the utility room.

⁵ O’Brien, Jayme. Consultation, O’Brien Cut Stone Company, Warrensville Hts., OH.

⁶ Ibid.

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Upper floors, two through eight, are composed of steel I-beam construction with corrugated galvanized steel decking with concrete slab. A central core includes elevators, stair corridors, and remnants of restrooms. The 3101 Euclid Avenue Building advertised suites designed to tenant layout; custom built with “modern metal partitioning,”⁷ adaptable to various functions and new tenant space built to accommodate changing tenants. Ghost lines of suite partitioning remain on some of the exposed concrete floors. The tinted curtain wall glazing with aluminum mullion covers remain. Some of the perimeter gypsum wall material remains at column surrounds, below the window sash and demonstrate drywall return at the sash jamb. The ceilings and overhead lighting, along with all mechanical systems have been removed. The ninth floor penthouse retains remnants of mechanical systems and elevator equipment with access to the surrounding roof. Mechanical support structure of steel beams with an integral hoisting system are located on the north (rear) elevation.

INTEGRITY

The 3101 Euclid Avenue Building demonstrates the defining characteristics of the later International Style-Miesian glass and metal curtain wall office building with steel I-beam construction and significant level of historic architectural integrity from the 1958 design. The building fully expresses the steel I-beam skeleton glass curtain wall construction which allows for the modernist abstraction of the concept of a building as volume and surface. The 3101 Euclid Avenue glass-box midrise office building retains materials and design: steel I-beam construction; modular frame; aluminum and glass curtain wall system; rectangular form and symmetry; ground story storefront façade recessed behind outer granite clad piers with overhanging concrete slabs; white glazed brick surfaces; and reinterpreted modernized porte-cochere. The 3101 Euclid Avenue Building interior elements include book-matched marble and terrazzo lobby and, central core with open floor plan. The *Burolandschaft* or “office landscape” movement in design gained wide acceptance in the 1950s focusing on large interior open-plan spaces subtly subdivided into varied arrangements to allow greater flexibility and communication.⁸ Larger spaces are of a generalized “universal” nature adaptable to various functions.⁹ The character defining interior features of the upper floors of 3101 Euclid Avenue Building remain including glass and metal curtain wall, open plan floors with central core elevator shaft and vertical stair corridors; while the non-permanent features including interior partitioning, acoustical tile ceilings and fluorescent lighting and personal office finishes have

⁷ *Plain Dealer*, 23 June 1959.

⁸ Lock, Dennis and Lindsay Scott eds. *Gower Handbook of People in Project Management*, New York: Routledge, 2013, 217-18; Burton, Simon, editor. *Energy Efficient Office Refurbishment: Designing for Comfort*. New York: Routledge, 2013, 7.

⁹ Whiffen and Gordon.

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been removed. The design intent of an interior flexible space awaiting future tenants dominates. The 3101 Euclid Avenue Building remains in its historic location, the postwar revitalized Euclid-East 30th Street MidTown area of downtown Cleveland and retains its historic feeling and association as demonstrated in historic images of the glass and metal curtain wall office building in its original historic setting (Figures 5 and 6).

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

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Areas of Significance

(Enter categories from instructions.)

COMMUNITY PLANNING and DEVELOPMENT
ARCHITECTURE

Period of Significance

1958

Significant Dates

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

H.L. Vokes Company, engineers, steel manufacturers and contractors

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Statement of Significance Summary Paragraph

Summary Paragraph

The 3101 Euclid Avenue Building is being nominated under Criterion A: Community Planning and Development representing the mid-century revitalization of Euclid Avenue as the predominate glass-box office building constructed in the MidTown Cleveland area, signaling growth and commercial re-development of downtown Cleveland in the 1950s spurred by post-World War II demand for office space expansion. “The structure [3101 Euclid Ave. Building] will be the largest of more than a dozen new buildings built within the last three or four years in the rapidly growing Euclid-E.30th Street area and the tallest office building to rise on downtown Euclid Ave. in more than 25 years.”¹⁰ The building is also being nominated under Criterion C: Architecture as an excellent representation of the International Style–Miesian midrise office building through its glass and metal curtain wall and all steel I-beam postwar construction in downtown Cleveland; designed, manufactured and constructed by the H.L. Vokes Company, a local engineering, steel manufacturing and contracting firm.

The period of significance is 1958, dating to the construction of the 3101 Euclid Avenue Building.

Narrative Statement of Significance

Criterion A

Evolution of Euclid Avenue 1850-1950s, The Inner Belt Freeway

Euclid Avenue is the main corridor and central spine of the City of Cleveland traveling eastward linking the Public Square commercial district to University Circle, a cultural, institutional and educational district centered on Wade Oval (NR# 82001372), and nearby Cleveland Clinic Campus. The Euclid Avenue Historic District (NR# 02000702/07000524) encompasses the area of Euclid Avenue from Public Square to East 18th/East 21st Streets, which retains Euclid Avenue’s historic commercial core dating from 1870-1958.

For 60 years, between 1850 and 1910, Euclid Avenue eastward from East 18th Street became one of the most distinguished residential streets in America where Cleveland’s cultural and business leaders built magnificent homes in close proximity to the central downtown business district and Public Square. The houses on Euclid Avenue were massive in size, opulent in style and architecture symbolizing the wealth of the age and eminence of those who lived there.¹¹ The

¹⁰ *Plain Dealer*, 30 July 1957.

¹¹ Cigliano, Jan. *Showplace of America Cleveland’s Euclid Avenue, 1850-1910*. Kent: Kent

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tree-lined neighborhood enclave dubbed Millionaire's Row, stretched along Euclid Avenue extending from Public Square to University Circle housing Cleveland's elite with over 250 houses of architectural excellence.¹² Commercial and business leaders living on Euclid Avenue included Samuel L. Mather, Amasa Stone, Henry Chisholm, George Worthington, Truman P. Handy, Jephtha H. Wade, Samuel Mather, John D. Rockefeller and business partner Samuel Andrews, Charles Brush, Ambrose Swasey, and Jacob D. Cox, Jr.¹³

Despite the dirt, traffic, streetcars and commercial activity at the turn of the twentieth century, Euclid Avenue retained its grandeur, but faced the challenge of increasing property taxes. The architectural glory of Euclid Avenue gradually faded in the 1920s as commerce continued to expand along the street without municipal control of planning, zoning, and development. Real estate taxes uniformly skyrocketed 200% between 1900 and 1910, and another 300 to 500% over the next decade. Relief came during the Great Depression with depreciation in real estate values, but not enough to save the grand mansions. Residents lost their tax appeals and began moving off Euclid, razing homes and selling land or their homes to tax-exempt, philanthropic institutions. Euclid Avenue represented the tremendous success of Cleveland's industry which had brought great personal wealth to the residents of Euclid Avenue, but also brought about its demise as factory smog, commercial traffic and immigrant labor crowded into surrounding neighborhoods.¹⁴ Euclid Avenue residents lacked the political clout to shape the future of Euclid Avenue under siege by market forces.¹⁵

The choking traffic of Euclid Avenue needed relief and in 1925, Cleveland premiered the country's first traffic light at Euclid Avenue and Ninth Street. The City of Cleveland adopted the City's first zoning map in 1929 with the entire length of Euclid Avenue designated for retail business, permitting buildings and apartment houses 175 to 250 ft. in height for an unlimited number of families. The 52-story Terminal Building high-rise opened on Public Square in 1929, as the tallest office building in the world outside of New York City. It served as the City's transportation hub for electric rapid transit, interurban trolleys and interstate railroads.¹⁶

In the 1930s and 1940s, Euclid Avenue had diminishing appeal. With residents and streetcars gone and high property taxes, fewer businesses and residents were willing to invest. Entire blocks of Euclid were gutted by property auctions and bankruptcy sales. Parking and used car lots mushroomed. The 1940 WPA's *Ohio Guide* apologized for Euclid's current state and

State University Press, 1991, 2.

¹² G. M. Hopkins Co. Maps, 1898, 1912.

¹³ Cigliano, 8.

¹⁴ Cigliano, 4, 323.

¹⁵ Cigliano, 324, 329.

¹⁶ Cigliano, 337.

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instructed tourists to instead go east to find the former patrons' country estates in Gates Mills and Hunting Valley. The guide described Euclid Avenue as the "symbol of Cleveland's industrial dynasties" that had fallen to "the march of urban forces."¹⁷ Property assessments on Euclid Avenue 1930-1950 reflected the diminished commercial stature, dropping approximately 35-40% from 1920-1930 and an additional 40-50% each decade between 1930 through 1950.¹⁸

Rooming houses, filling stations, lunch counters, and parking lots surrounded the deteriorated houses and grounds. Journalist James Lister of *The Clevelander* described it as "honky tonk."¹⁹ A 1951 *Architectural Forum* article was published about Euclid Avenue with the headline "The Glittering Slum on Main Street."²⁰

In response to the larger problem, leading patrons of retailers, institutions, and professional businesses along with the city, combined their efforts to form the Cleveland Development Foundation, the Heart of Euclid Avenue Association and the Euclid Inner Belt Association to establish some unified vision and subsidize renewal projects. They were in search of an identity for Euclid Avenue. They recognized that without a city plan and design incentives, the marketplace would prevail which was why the grand avenue vision had vanished.²¹ In 1949, the city adopted the *Cleveland Today...Tomorrow, General Plan of Cleveland* which stated,

*Cleveland is still choked with more cars than it can handle. This traffic congestion is serious. Each of us knows how it wastes time, riles tempers, smashes cars, and too often takes limbs and lives. We do not realize how much it costs us in dollars and cents. Every minute a truck is held up in a traffic jam adds a little to the cost of groceries it carries, or the clothes, or the furniture, that each of us buys. Idling motors, waiting for the light to change, waste gasoline. Every auto accident is a community loss. All this adds up to several millions of real dollars that we Clevelanders pay yearly in traffic congestion.*²²

In 1948-49 city officials began developing plans for a massive new highway system to absorb the wartime employment boom and ease downtown traffic, coordinated by the Highway Committee of the Regional Association composed of City, State and County engineers.²³ The Highway Committee designated the Euclid Avenue area around E. 22nd Street as one of seven radials feeding the new I-90 Inner Belt. (Historic Image, Figure 1) The right-of-way for the 3.24

¹⁷ Cigliano, 339.

¹⁸ Cuyahoga County Tax Duplicate; Cigliano, 380, Epilogue note 12.

¹⁹ Cigliano, 343.

²⁰ Tunnard, Christopher. "The Glittering Slum on Main Street." *Architectural Forum*, April 1951.

²¹ Cigliano, 345.

²² *Cleveland Today, Tomorrow General Plan of Cleveland adopted May 1949*. Western Reserve Historical Society, Manuscripts and Archives, 30.

²³ *Cleveland Today, Tomorrow General Plan of Cleveland adopted May 1949*, 31.

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mile Inner Belt freeway required purchase of 1,250 parcels of land, eventually totaling \$22.5M. It was estimated that land and construction together would cost taxpayers \$75M. Federal funds covered 90% of the construction, with 5% each from the city and state. Work began on the project in December 1954 with a new eight lane bridge across the Cuyahoga River which opened in August 1959 and was located just south of the Lorain-Carnegie Bridge. The second segment opened in December 1959, running from the Cleveland Memorial Shoreway (Route 2) south to Chester Avenue near East 24th Street. A central section connecting the “Shoreway” to the west side opened in December 1961, with completion in August 1962. The Inner Belt removed approximately 55,000 vehicles from downtown streets and later became the vital connection with the area’s three interstates, I-77, I-71 and I-90.²⁴ The Inner Belt off and on ramps on Prospect and Chester relieved the vehicular pressure from Cleveland’s main street - Euclid Avenue.

Between 1950 and 1959, the city seized and demolished 30 houses on Euclid Avenue between E. 26th Street and E. 32nd Street.²⁵ A 1957 *Plain Dealer* article entitled “Construction Boom is On in Downtown” identified the rapid building boom taking place and demand for office space citing a 1.5% office vacancy rate.²⁶ The 1959 amendment to the *Cleveland Today... Tomorrow, General Plan of Cleveland* plan further described the current impact of the plan and conditions stating,

It must be noted that the spatial growth of a metropolitan area such as Cleveland, coupled with increased ownership and usage, creates a situation in which some professional and business enterprises of moderate size (requiring from 20,000 to 100,000 square feet of office space) find it more advantageous to take space in outlying areas convenient to the clientele they wish to serve. Often, too, these enterprises feel that occupancy of a new building in an outlying area will have advantages in terms of prestige, parking for employees or patrons, or some other considerations which will offset the advantage of a central location. Recent insurance and other office developments on Euclid Avenue beyond the Inner Belt freeway were doubtless based upon these factors...

Since 1955, a new center of office buildings has become established on Euclid Avenue east of the Inner Belt Freeway and just beyond what is considered the edge of “Downtown.” It is anticipated that by the end of 1959 this new development will contain a total of 386,000 square feet of gross floor space in 14 individual buildings largely devoted to area branch office functions of insurance and manufacturing concerns...

²⁴ Van Tassel, David R. and Grabowski, John J. eds. *The Encyclopedia of Cleveland History*. “Inner Belt Freeway,” Bloomington: Indiana University Press, 1996. Also available at www.ech.case.edu.

²⁵ Cigliano, 340, 343.

²⁶ *Plain Dealer*, 24 April 1957.

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*Commercial Office Buildings. Program: Provision for an estimated market demand for 2,400,000 additional square feet of Downtown commercial office space by 1975.*²⁷

With the demand for office space, the 3101 Euclid Avenue Building was ideally situated for ease of access located one block from the Inner Belt freeway at both the Chester and Prospect Avenue exchanges. The building offered convenient on site covered parking in fresh new office space in the latest glass-box style.

3101 Euclid Avenue Building

The 3101 Euclid Avenue Building is located on the former site of “Andrews’s Folly,” the grand 18,000 sq. ft. Gothic Revival home of Samuel Andrew built in 1882-1885. Part of Millionaire’s Row, the house succumbed to its large size and market forces--demolished in 1923 after years of attempts to sell.²⁸ (Historic Image, Figure 3) The land then reverted to the Cleveland Trust Company and remained vacant for 34 years. The 1949 *Cleveland Today, Tomorrow General Plan of Cleveland* identifies the proposed land use for 3101 Euclid property as “Medium Density Apartments.” Areas indicated as “Major Business Areas” are located to the west of 3101 Euclid from the proposed Inner Belt freeway through to Public Square, and to the east from East 36th Street to approximately East 77th Street. “Semi-Industrial Areas” are indicated one block to the north of 3101 Euclid on Chester Avenue.²⁹ (Historic Image, Figure 2) However, the area east of the new inner belt freeway developed for commercial use, in part due to the investments made by Halley H. Lipp and the high demand for office space as expressed in the 1959 amendment to the *Cleveland Today...Tomorrow, General Plan of Cleveland* .³⁰

Beginning in 1955, and in anticipation of completion of the Inner Belt freeway system, real estate investor Halley H. Lipp capitalized on the development of land for office use along Euclid Avenue to the east of the Inner Belt. His office buildings were in the latest modern architectural styles designed and constructed by Cleveland engineers and contractors H.L. Vokes Company between 1955 and 1958. Lipp’s four buildings located on Euclid Avenue between the Inner Belt and East 36th Street include: the 1955 two-story 2829 Euclid Avenue office building where Lipp set up his offices in 1956³¹; the 1955-56 five-story 2728 Euclid Avenue office building; the 1957 six-story 2800 Euclid Avenue office building where Lipp later set up offices by 1959.³²

²⁷ *A General Plan for Downtown Cleveland, 1975 adopted November 17, 1959; amendment to Cleveland Today, Tomorrow General Plan of Cleveland adopted May 1949.* Western Reserve Historical Society, Manuscripts and Archives, 13, 23, 73.

²⁸ Van Tassel, David R. and Grabowski, John J. eds. *The Encyclopedia of Cleveland History.* “Andrews’s Folly.”

²⁹ *Cleveland Today, Tomorrow General Plan of Cleveland adopted May 1949.*

³⁰ *A General Plan for Downtown Cleveland, 1975 adopted November 17, 1959.*

³¹ *Plain Dealer*, 10 October 1956.

³² *Plain Dealer*, 9 August 1959.

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The 1958 nine-story 3101 Euclid Avenue glass and metal curtain wall office building was the pinnacle of these ventures.³³ In 1961, Lipp sold his three smaller office buildings;³⁴ he held 3101 Euclid Avenue Building until selling it in 1965.³⁵

The 3101 Euclid Avenue office building constructed in 1958 represents the culmination of major reinvestment in the area that would become known as Cleveland's MidTown to the east of the Inner Belt.³⁶ An April 1957 *Plain Dealer* article headlined the "Construction Boom is on in Downtown" noting that,

Suddenly Cleveland finds itself in the midst of a renaissance of downtown construction. There it was, full blown all the way from Public Square to E. 40th Street, before anybody realized it had started...Except for the 55 Public Square Building, the 22-story structure to be occupied by the Illuminating Co....none of the new structures are imposingly large." (Historic Images, Figure 4)

In July 1957, the announcement of the \$5M 3101 Euclid Avenue Building was therefore front page news in the *Cleveland Plain Dealer* as,

...the tallest office building to rise on downtown Euclid Avenue in more than 25 years... Owner of the new structure is a syndicate of Cleveland investors headed by local businessman Halley H. Lipp.

The 3101 Euclid Avenue Building was constructed to nine-stories, the tallest height permissible to be in compliance with the City of Cleveland Building Code and Zoning Ordinance for the MidTown area.³⁷ Building construction progress was covered in the *Plain Dealer* with ground breaking reported in May 1958 and the announcement that it will be the "largest building constructed on Euclid Avenue since the Terminal Group was completed."³⁸ By December 1958, advertisements for leasing offered office space still available in the "3101 Euclid Avenue Building" with tours of the building and naming 16 leased tenants. (Historic Images, Figure 8) The building was featured in an advertisement in the *AIA Journal*, "The 1960 Convention: Special Exhibitor's Issue." The 1960 AIA convention was held in San Francisco and exhibitor

³³ *Plain Dealer*, 21 January 1955, 14 December 1955, 29 August 1956, 24 April 1957, 30 July 1957.

³⁴ *Plain Dealer*, 1 June 1961.

³⁵ Cuyahoga County Recorders Office. Deed Halley H. Lipp Ltd. to 3101 Euclid Ave. Co. Ltd. 31 March 1958, Deed 3101 Euclid Ave. Co. Ltd. to Harold Gebert 29 July 1965.

³⁶ MidTown Cleveland. *History*. Available at <http://www.midtowncleveland.org/timeline-2010.aspx>.

³⁷ Codified Ordinances of the City of Cleveland, Building Code, Zoning, 1956. City of Cleveland Public Administration Library. Section 5.1136. Height for Class 2 buildings of 90 ft., with a set back of 6" per each 1' over 90 ft.

³⁸ *Plain Dealer*, 9 May 1958.

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Carrier Corporation featured the 3101 Euclid Avenue Building designed and constructed by the H.L. Vokes Company of Cleveland advertising,

*This new 3101 Euclid Avenue Building in Cleveland meets every modern requirement in the book. Attractive exterior, with glass and aluminum curtain walls. Most comfortable interior, with air conditioning by Gas-operated Carrier Absorption Refrigeration.”*³⁹ (Historic Images, Figure 7)

The 3101 Euclid Avenue Building represented confidence and investment in the future of Cleveland’s Euclid Avenue. Office tenants had views of Lake Erie and downtown Cleveland, while having the ease of access from the Inner Belt freeway for suburban commuting with on-site parking for 200 cars. The second segment of the Inner Belt Freeway opened in December 1959, running from the Cleveland Memorial Shoreway (Route 2) south to Chester Avenue near East 24th Street, offering an exit one block from the 3101 Euclid Avenue Building.⁴⁰ Tenants in 1960 included offices for insurance companies, distillery companies, publishers, advertising agencies, accountants and major corporations of national stature.⁴¹ First floor amenities included the Diplomat Restaurant and Barber Shop. A list of 1960 building tenants is as follows:⁴²

³⁹ *AIA Journal*, The 1960 Convention: Special Exhibitor’s Issue, April 1960.

⁴⁰ Van Tassel, David R. and Grabowski, John J. eds. *The Encyclopedia of Cleveland History*. “Inner Belt Freeway.”

⁴¹ *Plain Dealer*, 1 August 1965.

⁴² City of Cleveland Directory, 1960. Cleveland Public Library.

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First Floor	
	Diplomat Restaurant
	Acme Visible Records Inc.
	National Distillers Products Co.
	Diplomat Barber Shop
Second Floor	
	Cities Service Oil Co.
	American National Insurance Co.
	John Hancock Mutual Insurance Co.
	Motors Holding, div. of General Motors Corp.
Third Floor	
	York Corp., div. of Borg Warner
	Calvert Distillers Co.
	Four Roses Distillers Co.
	Seagram Distillers Co.
	Kessler Distillers Co.
	Allied Chemical Corp.
	Jack Pallet & Son Ins. Agency
	Alleghany Ludlam Steel Corp.
	Bates & Springer Inc., real estate mangement
Fourth Floor	
	John-Mansville Steel Corp.
	Martin Co.
	New York Life Insurance Co.
Fifth Floor	
	Union Central Life Insurance Co. of Cincinnati
	Retail Coml Agency & Retail Credit Co.
Sixth Floor	
	Bellows Co. (Valvair div of IBEC)
	Groiler Society Inc., publishers
	Standard Register Co., auto registers
	Darusmont Sleeper & Assur, agent
	A.E. Gissey & Co., accountants
	Jefferson Standard Life Insurance Co.
	Michael J. Margolis Insurance Agency
Seventh Floor	
	Mutual of New York
	Jack T. Sharp Advertising Agency
	Lockheed Aircraft Corp., Calif. Div.
	Motorists Mutual Insurance Co.
	Axelband, Brown & Associates, advertising agency
	Bendekk-Lafler Inc., Mortgage Co.
Eighth Floor	
	Conover-Mast Publications & Purchasing
	Boating Industry, publication
	Business-Commerical Aviation, publication
	Construction Equipment, publication
	Electrical Manufacturing, publication
	Mill & Factory, publication
	Purchasing, publication
	Space Aeronautics, publication
	Volume Feeding Management, publication
	Columbus-Southern Chemical Corp, sub.Pittsburgh Plate Glass Co.
	Fidelity Mutual Life Ins. Co. of Philadelphia
	Fred P. Thomas Co., insurance
	Globe Underwriters
	Seaway Insurance Agency
	R.M. Hannum & Co., steel products distributors
	Home Life Insurance Co.

Other buildings constructed in 1954-1960 along Euclid Avenue between East 28th and East 40th Street just east of the Inner Belt were low-rise International style buildings dedicated to use by a specific single owner including Campus Sweater & Sportswear, WEWS, Cleveland Community Chest, Equitable and B.F. Goodrich; in comparison to the variety of office tenants based in the 3101 Euclid Avenue office building highrise. These other buildings included:

The three-story 1954 Campus Sweater & Sportswear Building, 3951 Euclid Avenue.

The two-story 1957 WEWS Building, 3001 Euclid Avenue.

The three-story ca.1956, Zook Building, 3826 Euclid Avenue, (demo).

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The two-story 1957 Cleveland Community Chest Building, 3100 Euclid Avenue.

The four-story ca.1957 Porat Building, (altered) 2828 Euclid Avenue.

The three-story ca.1957 Equitable Building (Bryant & Stratton College), 3121 Euclid Avenue.

The three-story ca.1957 B.F. Goodrich Building, 3135 Euclid Avenue.

Criterion C

Emergence of the Modern Movement and International Style

Modernism in architecture emerged in Europe, particularly Germany, Holland, and France, during the 1920s and spread to the United States in the 1930s as many leading European architects such as Walter Gropius, Ludwig Mies van der Rohe, and others fled their war-torn native countries. Their architectural theories and designs expressed a desire to create a modern architecture for the modern man that was a non-historic, functional statement. The result was an austere and disciplined architecture conforming to the principle that modern buildings should reflect a clear harmony between appearance, function and technology.⁴³ The term “International Style,” coined to describe these new modern architectural statements, was first used by curators Henry Russell Hitchcock (1903-1987) and Philip Johnson (1906-2005) for the exhibit, “Modern Architecture” and accompanying book, *The International Style: Architecture Since 1922*, held at the Museum of Modern Art in New York in 1932. The exhibit explained and promoted what they saw as the future of architecture. Characteristics of the International Style include rectilinear forms; single plane surfaces devoid of ornamentation; flat roofs; smooth and uniform wall surfaces; cantilevered elements; open, fluid interior spaces; and, overall minimalism.⁴⁴

Most major construction activity, particularly private non-governmental commercial and residential projects, came to a halt during the Great Depression in the 1930s and then the years leading up to and during World War II. Factors contributing to this building lapse were a lack of capital for investment and shortages of building materials redirected for military use. Americans in the years immediately following World War II were eager to satisfy this pent-up need for new buildings as a result of nearly two decades of delayed construction. The postwar building boom also reflected the demands brought on by the tremendous numbers of returning veterans in

⁴³ *International Style Modern Architectural Design*, American Architecture Series. Available at <http://www.visual-arts-cork.com/architecture/international-style.htm>

⁴⁴ *International Style Modern Architectural Design*, American Architecture Series; Marcus Whiffen, *American Architecture Since 1780 A Guide to the Styles* (Cambridge: The MIT Press, 1992), 249-52.

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immediate need of jobs and housing and by the growth of families during the Baby Boom generation resulting in the development of suburban housing, schools, religious and commercial construction. The postwar years saw America's businesses and financial institutions also experiencing the need to build new corporate headquarters, banking facilities, and office complexes, not only to address an influx of workers, but to present their company and services as forward-thinking and modern, shedding outdated images and practices of a past generation.

American architecture responded to the growth, affluence, and suburbanization of the Post World War II years by fostering new approaches to design and its relationship to society. In retrospect, Peter Blake, editor-in-chief of *Architectural Forum* from 1964-1975 wrote: ***“It seemed perfectly obvious to everyone concerned with designing and building for the postwar world – with its impending population explosions, and its desperate and predictable need for the large urban centers- that the new architecture would have to be modular and machinelike in appearance*** [emphasis added]; it also seemed obvious that this modular, repetitive look would be expressive of certain modular, repetitive structural and mechanical systems, as well as systems of cladding, fenestration, or other forms of enclosure; and so there was almost complete agreement that the eclectic styles of the previous hundred years or so were not merely out of fashion - they were also inappropriate to an architecture of a new, advanced industrial era.”⁴⁵

Modernist architectural characteristics of a sleek modern look, absence of applied historicist decoration, and use of steel, plate glass, and reinforced concrete became the norm for the tall office building and skyscraper architecture and defined American corporate modernism from 1950 to 1970.

The International Style; Application to Skyscrapers and Office Buildings

The late nineteenth century use of steel skeletal frame construction revolutionized the development of the skyscraper in America. The steel frame enabled office buildings to rise 20-30 stories and higher without the thick load-bearing masonry walls consuming valuable office space on the lower floors and allowing for more open, flexible floor space throughout. The use of steel beam construction allowed for the exterior facing of the building to literally be a “curtain” hanging on the steel frame and only needing to support its own materials. Late nineteenth and early twentieth century curtain walls were brick or stone masonry facings articulating the solid-void concept of window bays and spandrels but concealing the steel frame.⁴⁶

⁴⁵ Peter Blake, *No Place Like Utopia. Modern Architecture and the Company We Kept* (New York: Alfred A. Knopf, 1993), 102.

⁴⁶ Carole Rifkind, *A Field Guide to Contemporary American Architecture* (New York: Penguin Putnam Group, 1998), 269-271.

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Modernists would reject the ornament and what they considered artificiality of much of nineteenth and early twentieth century design. For the design of tall buildings they sought approaches that more clearly and honestly expressed the nature of their steel frame construction – achieved by the use of the glass and metal curtain wall. During the postwar years a number of iconic glass box towers designed by leading modernists set a high level of design quality and defined what was to become the standard for high-rise modern architecture and especially the corporate headquarters and tall office buildings.

Ludwig Mies van der Rohe (1886-1969), considered one of three acknowledged leaders in the International Style with Le Corbusier and Walter Gropius, emigrated from Germany to the United States in 1938 to Chicago where he became Director of Architecture at the Illinois Institute of Technology (IIT) and where he first demonstrated his design approach to applying machine-age form to the skyscraper. Mies did not make the planned use of the building a high determinant of design; instead larger spaces were of a generalized “universal” nature adaptable to various functions.⁴⁷ His architectural designs exploited the freedom of plan and elevation by relieving walls of structural duties through the use of the steel I-beam which further opened up the floor plate.⁴⁸

Mies wrote: “The most important idea in modern architecture is the skeletal idea developed right here in Chicago.”⁴⁹ As stated by Marvin Trachtenberg and Isabelle Hyman in their book, *Architecture from Prehistory to Post-Modernism/The Western Tradition*, It was not only the ‘skeletal idea’ but the rigor and boldness of its realization that attracted him. Yet its revival posed a dilemma: Mies could not, of course, return to the gravitational historicist masonry of the Chicago School curtain walls, nor could he altogether revoke the High Modernist abstraction of the façade and the concept of the building as volume as opposed to mass. He searched for a synthesis, one realizable in machine age form.

Mies believed that “structure is spiritual” and found the solution to his dilemma in the steel skeleton. The principal component of the “Chicago” frame is the steel I-beam, which is not seen in a completed building because it is buried within thick fireproof casing. Mies’s genius was to realize that the invisible I-beam was exactly the form he wanted. He recognized that the steel I-beam was reduced in scale and refined in shape when compared to other building materials. It could be used structurally and applied externally to the curtain wall in the form of closely spaced mullions framing the window bays and running over the entire façade from edge to edge and top

⁴⁷ Whiffen, 255-59.

⁴⁸ Marvin Trachtenberg and Isabelle Hyman, *Architecture from Prehistory to Post-Modernism/The Western Tradition* (Englewood: Prentice-Hall, Inc., 2003), 538.

⁴⁹ Ibid.

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to bottom. He believed in “truth” in architecture, “[j]ust as the column had been used from antiquity to the nineteenth century to express gravitational forces within the structure, the structural I-beam would be visually omnipresent in small scale as a truth symbol to the new structural reality.”⁵⁰

Mies’s apartments at 860-880 Lake Shore Drive, Chicago (1948-51), (NR# 80001344) established his role in defining American modernism and the development of the glass and metal curtain wall as a character-defining architectural feature. The twin glass box towers’ strong vertical emphasis is achieved by narrow I-beams defining the corners and mullions and articulating the structural framework on the exterior glass curtain wall. Each tower rises on free-standing columns with small glass-enclosed lobbies at the center of the ground floor giving the appearance that the towers float above the ground floor.⁵¹ These characteristics would become the hallmarks of Mies architecture and define modern high-rise buildings during this period.

The apartments became the prototype for the glass-box tower that would begin to create the postwar skyline in American cities, beginning with Lever House, the 1952 glass and steel complex in New York City designed by Gordon Bunshaft of Skidmore, Owings & Merrill (SOM), (NR# 83004078).⁵² Mies’s 1957-58 Seagram Building (NR# 06000056), in collaboration with Phillip Johnson and Kahn & Jacobs, presented a new level of sophistication, “where the I-beam, as well as every other element was developed to perfection.”⁵³ The work of Mies and his contemporaries such as Skidmore, Owings & Merrill, and others through these iconic examples of the minimalism of the glass-box tower established the design standard for corporate headquarters and the mid-rise to high-rise office building type.

From 1945-1970 the influence of Mies stands out not only for his designs, but for the impact he had on other architects evidenced by the substantial number of office buildings and skyscrapers built with the Miesian characteristics of the glass and metal curtain wall and recessed ground floor supported by simple columns. “Mies’s skyscraper style – the most influential Modernist formula of the postwar period, with worldwide imitations and derivatives – took shape in the decades between 1946 and 1958.”⁵⁴

⁵⁰ Trachtenberg and Hyman, 538.

⁵¹ Leland Roth, *A Concise History of American Architecture* (New York: Harper & Row, Publishers, 1979), 284.

⁵² *Ibid*; Rifkind, 270.

⁵³ Trachtenberg and Hyman, 538.

⁵⁴ *Ibid*.

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The abstract simplicity of Mies's architecture would be distilled down to a glass and metal curtain wall modern office building vernacular displaying modular, repetitive structural and mechanical systems, as well as systems of cladding, fenestration, or other forms of enclosure. These modern office buildings typically display key characteristics associated with Miesian architecture that include: steel I-beam construction with frame in a modular pattern; precise rectangular form with overall symmetry and unbroken rectangular box-like slabs; horizontal slabs hung from external beams supported at ends only; flat roofs; ground story walls and entrances set back behind outer piers; buildings frequently raised on freestanding columns with glass-enclosed lobbies and pedestrian plazas; glass tinted curtain walls, tinted glazing with slender mullions and enameled metal spandrels; marble, travertine or stone interior lobby walls; exposed brick or concrete surfaces; stairs often broad with absence of solid risers creating a floating effect; and an open and flexible floor plan.⁵⁵

These modern office buildings were optimally designed for construction economy, efficiency, and attractiveness to tenants and profitability for owners. Twentieth century technological advances including air conditioning and fluorescent lighting eliminated the need for buildings with internal light courts and high ceilings, resulting in more efficient office space. Commercial office buildings designed with large glass and metal curtain walls enveloping deep open-floor plans became the norm in the 1950s. Open office floor plans were laid out around the central elevator and stair core, designed with flexible layouts allowing for tenant spaces to change. In addition, the 1950s saw the rise of Europe's Burolandschaft or "office landscape" movement in design, which gained wide acceptance focusing on large interior open-plan spaces subtly subdivided into varied arrangements to allow greater flexibility and communication.⁵⁶

Emergence of the International and International Styles in Cleveland

Downtown redevelopment in Cleveland in the 1950s demonstrated the introduction of mid-century modern commercial architecture as a symbol of new postwar corporate America. The 3101 Euclid Avenue Building is an excellent representation of the International Style–Miesian glass and metal curtain wall office building. The 3101 Euclid Avenue Building was constructed in Cleveland in 1958 -- the same year as completion of the International Style Illuminating Building at 55 Public Square designed by New York architects Carson Lundin & Shaw, which is a contributing resource to the Euclid Avenue Historic District (NR# 02000702/07000524). Together these buildings ushered in the modern era for downtown office buildings as the first glass and metal curtain wall office buildings completed in Cleveland since construction of the

⁵⁵ Stephen C. Gordon, *How to Complete the Ohio Historic Inventory* (Columbus: Ohio Historic Preservation Office, 1992), 115.

⁵⁶ Dennis Lock and Lindsay Scott eds, *Gower Handbook of People in Project Management* (New York: Routledge, 2013), 217-18; Simon Burton, editor, *Energy Efficient Office Refurbishment: Designing for Comfort* (New York: Routledge, 2013), 7.

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Terminal Tower Group at Public Square in 1929. The 3101 Euclid Avenue Building is all steel I-beam construction with corrugated galvanized steel decking representing the International-Miesian design intent of glass and steel I-beam construction for office buildings. Additionally, less frequent and narrower supporting columns facilitated flexible, open interior floor plans. The 1956-58 Illuminating Building at 55 Public Square is a glass-box office tower in the International-Miesian style by New York architects Carson & Lundin, however, a steel shortage required the use of reinforced concrete in the structure of the upper floors.⁵⁷ (Historic Images, Figures 16, 17) The International Style 1958-1959 East Ohio Building (NR# 12001212) at 1717 East Ninth Street is a glass-box office building high-rise with 600 car garage designed by the New York architectural firm of Emery Roth and Sons, also built with reinforced concrete construction.

The Cleveland firm, H.L. Vokes Company, used their expertise in steel engineering, design and manufacturing to access steel materials for construction of the 3101 Euclid Avenue Building. (Historic Images, Figures 5-6) The nine-story office building embodies the distinctive characteristics and “truth” in design of International Style. The building is steel I-beam construction designed in a modular pattern with precise rectangular form, overall symmetry and unbroken box-like slabs composed of a central projecting office building and flanking four-story wings that float above the first floor level. The modular pattern is established by the structural frame which is clad with an aluminum and glass curtain wall system with enameled steel spandrels to obscure the concrete floors providing a horizontal counterpoint to thin metal vertical mullions. The ground-story walls with aluminum storefronts and revolving door at the façade are recessed from the outer piers with white brick exterior walls on secondary elevations. A horizontal slab resting on piers supports the east wing, creating a porte-cochere to the rear parking deck, designed to meet the modern necessity of automobile transportation.

The 3101 Euclid Avenue Building advertised to prospective office tenants, “[y]ear-round Gas Air-Conditioning...[a]coustical tile ceiling, flexible lighting fixtures, automatic elevators, and tenant garage.” (Historic Images, Figures 7-8) The glass enclosed main lobby and elevator lobby feature book-matched marble clad walls, mirrored elevator doors and terrazzo floors creating a sleek minimalist and austere interior. The Diplomat Restaurant, with open plan, was located in the first floor west wing. (Historic Images, Figure 9-10) The upper floor office interiors are defined by the glass and metal curtain wall enclosure with open plan, laid out around the central elevator and stair core. The office floors were designed for custom layouts; as advertised “[s]uites will be designed to your own layout requirements...decorated to your own

⁵⁷ Johannsen, 213; *The Clevelander*, April 1957; “Sidewalk Expert Scan Square’s Lighthouse,” *Cleveland Plain Dealer*, February 17, 1957, 12-F, 18-F.

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specifications. Units custom built with modern metal partitioning,” allowing the flexibility for many of the tenant spaces changing over time.”⁵⁸ (Historic Images, Figure 11)

H.L. Vokes Company

Herbert L. Vokes took over the engineering and construction business of his father Samuel Vokes after his death in 1929, later changing the company name in 1937 to the H.L. Vokes Company. Early business focused on the manufacture of steel and aluminum patented prefabricated buildings suited for warehouse, garages, industrial and farm use, manufacturing plant additions, and construction for the oil industry with work in Ohio, Kentucky, Indiana and Michigan.⁵⁹ The company held patent rights to manufacture “Kerber System” portable steel buildings. (Historic Images, Figure 12) The Kerber System buildings were advertised as “original unique and simple. They possess features not found in any market. They are constructed of heavy galvanized steel sheets in standard sections. The sections are so formed that they can be nested, and they are shipped this way.”⁶⁰ The H.L Vokes Company custom manufactured the prefabricated buildings for portable or permanent installation. The company later adopted their own “Vokes System” of prefabricated buildings offering flexible building designs tailored to suit customer specifications. The company advertised themselves as “Manufacturers and Erectors of Steel Buildings” stating, “Vokes buildings may be erected in any length and width in multiples of two feet, and any height. Unlimited length and width spans afford working space uninterrupted by columns. Vertical side walls assure more usable space at lower cost per square foot.” The company offered a building within “DAYS instead of months.”⁶¹ (Historic Images, Figure 13)

In addition to prefabricated construction, H.L. Vokes Company work included masonry block and porcelain enameled panel walls for gasoline service stations.⁶² Porcelain enamel, also known as vitreous enamel, is a glass bonded to metal at high temperature creating a high quality durable coating for items ranging from small appliances, cookware, chemical storage vessels, signage and building panels.⁶³ Herbert Vokes remained head of the company and Chairman of the Board until his death in 1952.

⁵⁸ Whiffen, 255.

⁵⁹ *Cleveland Plain Dealer*, 22 August 1952.

⁶⁰ The Kerber System Portable Steel Buildings. Industrial Development and Manufacturers Records, Volume 77, 26 February 1920, 51.

⁶¹ *The Clevelander*, December 1956.

⁶² *Cleveland Plain Dealer*, 27 October 1940.

⁶³ Ferro Corporation, Porcelain Enamel. Available at <http://www.ferro.com/Our+Products/Coatings/Porcelain+Enamel/>.

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The firm continued into the 1950s under the leadership of president Arthur Simon adapting materials to new architectural styles and technology.⁶⁴ Between 1955 and 1958 H.L. Vokes Company constructed three International Style office buildings including the 3101 Euclid Avenue Building for the syndicated group headed by investor Halley Lipp. Beginning in 1955, each office building grew progressively taller as H.L. Vokes used their expertise in steel manufacturing design and construction: the 1955 two-story 2829 Euclid Avenue Building, followed by the 1955-56 five-story 2728 Euclid Avenue Building and 1957 six-story 2800 Euclid Avenue Building. The 1958 nine-story 3101 Euclid Avenue Building was the culmination of their work and reached the height limits permissible under the City of Cleveland Zoning Ordinance for the Midtown area.⁶⁵ The building demonstrates the first design by a Cleveland firm of a modern office building in Cleveland; and the first design completed employing both steel I-beam construction and glass/aluminum curtain wall system in Cleveland. The H.L. Vokes Company had refined their expertise in steel construction and experience with enamel building panels by progressively engineering simpler low-rise office buildings before producing their jewel; the glass and steel office building at 3101 Euclid Avenue. Unlike the Illuminating Building, where construction was impacted by a steel shortage, the H.L. Vokes Company as designers, steel manufacturers, and contractors, had ready access to steel for construction of the 3101 Euclid Avenue Building.

The H.L. Vokes Company continued into the 1960s-1980s. The Company advertised in 1960 that it was “one of the few firms in the nation which fabricates and erects all structural steel used in its projects and supplies a complete building service under a single contract.”⁶⁶ (Historic Images, Figure 14) In 1969, the Company developed a 114 acre industrial park at 35555 Curtis Boulevard where they moved their operation, including their steel manufacturing subsidiary, Eastlake Structural Steel.⁶⁷ The Company became a leading designer and contractor in steel construction throughout the 1970s and 1980s designing and manufacturing the steel for constructing office buildings and complexes, medical buildings shopping centers and recreational facilities including: Eton Square in Woodmere; Brainard Place in Lyndhurst; Parkway Medical Center in Beachwood; Commerce Place Office Park in Beachwood; Picker’s

⁶⁴ *Cleveland Plain Dealer*, 24 February 1956.

⁶⁵ Codified Ordinances of the City of Cleveland, Building Code, Zoning, 1956. City of Cleveland Public Administration Library. Section 5.1136. Height for Class 2 buildings of 90 ft., with a setback of 6”per each 1’ over 90 ft.

⁶⁶ *The Cleveland*, Cleveland: Ohio Greater Cleveland Growth Association. Cleveland Public Administration Library. February 1960.

⁶⁷ *Cleveland Plain Dealer*, 10 December 1969.

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Century Building (status unknown); and, Eastlake Racquet Club, Eastlake. (Historic Images, Figure 15). The Vokes Co. operated until it was disbanded in 1987.⁶⁸

Known buildings designed and constructed by the firm within the period of significance are listed on the following page.⁶⁹

Conclusion

The 3101 Euclid Avenue Building is an excellent example of the postwar modern office building, showing the influence of the modern mid-century International-Miesian style on speculative office buildings, and the resurgence in downtown Cleveland office development during the late 1950s. Developer Halley Lipp and the H. L. Vokes Company partnered to capitalize upon the demand for office space and opportunities presented in the newly developing MidTown area of greater downtown Cleveland. The nine-story 3101 Euclid Avenue Building is the first office building of this style with all steel I-beam construction in Cleveland; designed, manufactured and constructed by the local engineering, steel manufacturing and contracting firm of H.L. Vokes Company. It is the tallest and only glass-box office building within the setting of the more than a dozen new buildings built during the revitalization of the Euclid-East 30th Street MidTown area along Euclid Avenue.⁷⁰

The 3101 Euclid Avenue Building demonstrates integrity with defining characteristics of International Style-Miesian office building design, materials and workmanship exhibiting steel I-beam construction; modular frame; aluminum and glass curtain wall system; rectangular form and symmetry; ground story storefront façade recessed behind outer granite clad piers with overhanging concrete slabs; white glazed brick surfaces; and reinterpreted modernized porte-cochere. Character defining interior elements include book-matched marble and terrazzo lobby and central core with open floor plan. Upper floor character defining features include glass and metal curtain wall, open plan floors with central core elevator shaft and vertical stair corridors; while non-permanent features including interior partitioning, acoustical tile ceilings and fluorescent lighting and personal office finishes have been removed. The 3101 Euclid Avenue Building retains the architectural language, historic location, feeling and association within the context of mid-century modern office buildings and the resurgence in downtown Cleveland development during the late 1950s.

⁶⁸ Office of Ohio Secretary of State, Business Division.

⁶⁹ City of Cleveland Archives; *Cleveland Plain Dealer* 27 August 1955, 6 May 1960, 12 October 1960, 21 January 1961, 28 June 1961, 20 November 1962.

⁷⁰ *Cleveland Plain Dealer*, 30 July 1957.

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H. L. VOKES COMPANY					
	Location	Date	Style/Type	Status	
AIRPORT HANGER					
	Burke Lakefront Airport Hanger	Burke Lakefront Airport, Cleveland	1947	Airport Hanger	Unknown
ECCLESIASTICAL					
	Anshe Chesed Fairmount Temple	23737 Fairmount Blvd., Beachwood	1955-57	Synagogue	Extant
INDUSTRIAL					
	Naph-Sol Refining Co.	739 E. 140th St. , Cleveland		Warehouse and Garage steel frame	Unknown
	John Harsch Bronze and Foundry Co.	12502 Berea Rd., Cleveland	1941	Factory Addition steel and concrete	Unknown
	Cleveland Trencher Co.	20100 St Clair Ave., Cleveland	1941	Factory Addition steel & concrete	Unknown
	Norton Foundry Co.	3580 Norton Rd., Cleveland	1942	Warehouse Addition concrete and steel construction	Unknown
	National Bronze & Aluminum Co.	E. 88th and Leisy Ave., Cleveland	1942	reinforced concrete and masonry	Unknown
	Midwest Forge Company	17301 St. Clair Ave., Cleveland	1943-44	Factory Addition steel construction	Unknown
	American Coach & Body Co.	9502 Woodland Ave., Cleveland	1943	Addition masonry and steel construction	Unknown
	Ohio Forge & Machine Corp.	3010 Woodhill Rd. , Cleveland	1941-42	steel brick and concrete construction	Unknown
	Goodrich Tire & Rubber Co.	Akron	1944	steel and masonry buildings	Unknown
	Harshaw Chemical Co.	1000 Harvard Ave., Cleveland	1945	Addition of brick and steel construction	Unknown
	Cleveland Welding Co.	2115 W. 117th Street, Cleveland	1945	Factory Addition brick and steel	Unknown
	H.L Vokes Building	1000 Wayside Drive, Cleveland	1947	Manufacturing Building	Extant
	Midwest Forge Company	17301 St. Clair Ave., Cleveland	1955	Manufacturing Building	Extant
	Zone Coal and Supply Co.	9305 Woodland Ave., Cleveland	1957	Manufacturing Building	Extant
	Federal Metals Plant	7250 Division St., Oakwood Village	1960	Manufacturing Building	Extant
INDUSTRIAL PARK					
	H.L Vokes Building	35555 Curtis Ave., Eastlake	1966	Award from Cleveland Engineers Society	Extant
MEDICAL CENTER					
	University Cedar Medical Center	10900 Carnegie Ave., Cleveland	1956	International/Medical Offices	Extant
MIXED-USE					
	Northland Point Project	Detroit, MI	1962-63	Stouffer's Inn;Office	Unknown
OFFICE					
	Campus Sweater & Sportswear Co. Building	3951 Euclid Ave., Cleveland	1954	International/Office Building 3-story	Extant
	2829 Euclid Avenue Building	2829 Euclid Ave., Cleveland (Lipp)	1955	International Office Building 2-story	Extant
	2728 Euclid Avenue Building	2728 Euclid Ave., Cleveland (Lipp)	1955-56	International/Office Building 5-story	Extant
	2800 Euclid Avenue Building	2800 Euclid Ave., Cleveland (Lipp)	1957	International/Office Building 6-story	Extant
	3101 Euclid Avenue Building	3101 Euclid Ave., Cleveland (Lipp)	1958	International/High-Rise Office Tower 9-story	Extant
	Frigidaire Sales Corp. Office Building	1455 East Schaaf Rd., Brooklyn Hts.	1960	International/Office Building 1-story	Extant
RECREATIONAL					
	Eastgate Coliseum	SOM Center Rd., Mayfield Hts.	1961	Recreational Facility	Demo
SERVICE STATION					
	Socony Vacuum Oil Co.	Kenton	1940	Service Station - masonry block & Porcelain enamel	Unknown
2	Sun Oil	49th & Superior, Cleveland	1941	Service Station	Unknown
	Sun Oil	Ashtabula	1941	Service Station	Unknown
	Sun Oil	Conneaut	1941	Service Station	Unknown
	Sun Oil	18125 Sloane Ave., Lakewood	1941	Service Station - masonry block & Porcelain enamel	Unknown

3101 Euclid Avenue Building
Name of Property

Cuyahoga County, OH
County and State

9. Major Bibliographical References

Primary

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3101 Euclid Avenue Building
Name of Property

Cuyahoga County, OH
County and State

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3101 Euclid Avenue Building
Name of Property

Cuyahoga County, OH
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National Register

- 860-880 Lake Shore Drive Apartments, Chicago, IL (NR# 80001344)
- East Ohio Building (NR# 12001212)
- Euclid Avenue Historic District and Boundary Increase (NR# 02000702/07000524)
- IBM Building, (now 330 North Wabash) New York, NY (NR# 09000166)
- Lever House, New York, NY (NR# 83004078)
- Richard and Geraldine Hodgson House, New Canaan, CT (NR# 04001549)
- The Seagram Building, New York, NY (NR# 06000056)
- Wade Park District (NR# 82001372)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency

3101 Euclid Avenue Building
Name of Property

Cuyahoga County, OH
County and State

- Local government
- University
- Other

Name of repository: Cleveland Public Library

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreeage of Property 0.947 acres

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates (decimal degrees)

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|--------------|------------|
| 1. Latitude: | Longitude: |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

- | | | |
|-------------|-----------------|-------------------|
| 1. Zone: 17 | Easting: 444353 | Northing: 4594581 |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting : | Northing: |

3101 Euclid Avenue Building
Name of Property

Cuyahoga County, OH
County and State

Verbal Boundary Description

The nominated property is in the City of Cleveland, County of Cuyahoga and State of Ohio. The boundary of the historic 3101 Euclid Avenue Building and parking deck follows the boundary of Cuyahoga County Parcels #103-06-029 and #103-06-030; property address is 3101 Euclid Avenue.

Boundary Justification

The nominated boundary includes the property historically associated with the 3101 Euclid Avenue Building since construction of the building.

11. Form Prepared By

name/title: Wendy Hoge Naylor, Diana Wellman
organization: Naylor Wellman, LLC
street & number: 92 East Washington Street
city or town: Chagrin Falls state: OH zip code: 44022
e-mail: naylor@naylorwellman.com; wellman@naylorwellman.com
telephone: 440-247-8319
date: August 22, 2016

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Photo Log

Name of Property: 3101 Euclid Avenue Building

City or Vicinity: Cleveland

County: Cuyahoga

State: Ohio

3101 Euclid Avenue Building
Name of Property

Cuyahoga County, OH
County and State

Photographer: Diana Wellman

Date Photographed: May, 2016

Description of Photograph(s) and number, include description of view indicating direction of camera:

1. (OH_Cuyahoga_3101 Euclid Avenue Building_0001): Facade, South and west elevations, stone, camera direction NW.
2. (OH_Cuyahoga_3101 Euclid Avenue Building_0002): Facade, South and east elevation, camera direction NE.
3. (OH_Cuyahoga_3101 Euclid Avenue Building_0003): Storefronts and Porte-cochere, camera direction N.
4. (OH_Cuyahoga_3101 Euclid Avenue Building_0004): Porte-cochere, camera direction S.
5. (OH_Cuyahoga_3101 Euclid Avenue Building_0005): North elevation, camera direction S.
6. (OH_Cuyahoga_3101 Euclid Avenue Building_0006): Parking Deck at grade and North elevation, camera direction S.
7. (OH_Cuyahoga_3101 Euclid Avenue Building_0007): Parking Deck at top of deck and North elevation, camera direction S.
8. (OH_Cuyahoga_3101 Euclid Avenue Building_0008): Parking Deck at first floor, camera direction N.
9. (OH_Cuyahoga_3101 Euclid Avenue Building_0009): Courtyard, East Wing, camera direction S.
10. (OH_Cuyahoga_3101 Euclid Avenue Building_0010): East Wing, camera direction S.
11. (OH_Cuyahoga_3101 Euclid Avenue Building_0011): Parking Deck at grade and North elevation, camera direction E.
12. (OH_Cuyahoga_3101 Euclid Avenue Building_0012): Interior, Revolving Doors, camera direction E.
13. (OH_Cuyahoga_3101 Euclid Avenue Building_0013): Interior, Lobby, book-matched marble, camera direction NW.

3101 Euclid Avenue Building
Name of Property

Cuyahoga County, OH
County and State

14. (OH_Cuyahoga_3101 Euclid Avenue Building _0014): Interior, Lobby, book-matched marble, camera direction E.
15. (OH_Cuyahoga_3101 Euclid Avenue Building _0015): Interior, First Floor, Elevator Bank, camera direction NW.
16. (OH_Cuyahoga_3101 Euclid Avenue Building _0016): Interior, First Floor Storefronts, camera direction S.
17. (OH_Cuyahoga_3101 Euclid Avenue Building _0017): Interior, Stair, camera direction N.
18. (OH_Cuyahoga_3101 Euclid Avenue Building _0018): Interior, Typical Upper Floor Elevator Bank, camera direction NW.
19. (OH_Cuyahoga_3101 Euclid Avenue Building _0019): Interior, Typical Upper Floor Elevator and Stair Core, camera direction S.
20. (OH_Cuyahoga_3101 Euclid Avenue Building _0020): Interior, Typical Upper Floor, camera direction E.
21. (OH_Cuyahoga_3101 Euclid Avenue Building _0021): Interior, Typical Upper Floor, camera direction NW.
22. (OH_Cuyahoga_3101 Euclid Avenue Building _0022): Interior, Typical Upper Floor, camera direction SW.
23. (OH_Cuyahoga_3101 Euclid Avenue Building _0023): Interior, Typical Upper Floor, camera direction W.
24. (OH_Cuyahoga_3101 Euclid Avenue Building _0024): Interior, Typical Upper Floor, camera direction NW.
25. (OH_Cuyahoga_3101 Euclid Avenue Building _0025): Interior, Mechanical Penthouse, camera direction NE.

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

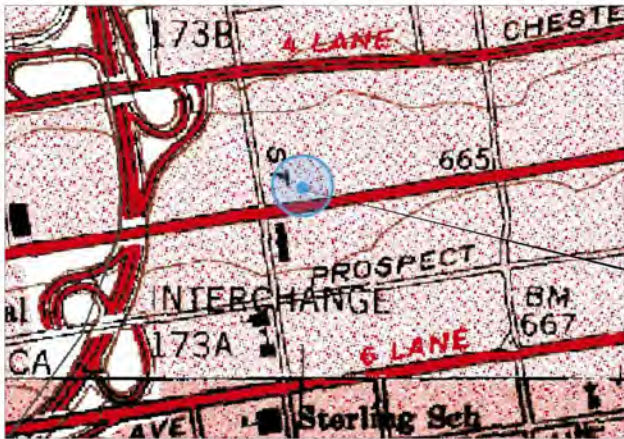
Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

**United States Department of the Interior
National Park Service**

**3101 EUCLID BUILDING
Cuyahoga County, OH**

**National Register of Historic Places
Continuation Sheet**

Section number Additional Documentation - Location and Boundary Map Page 1



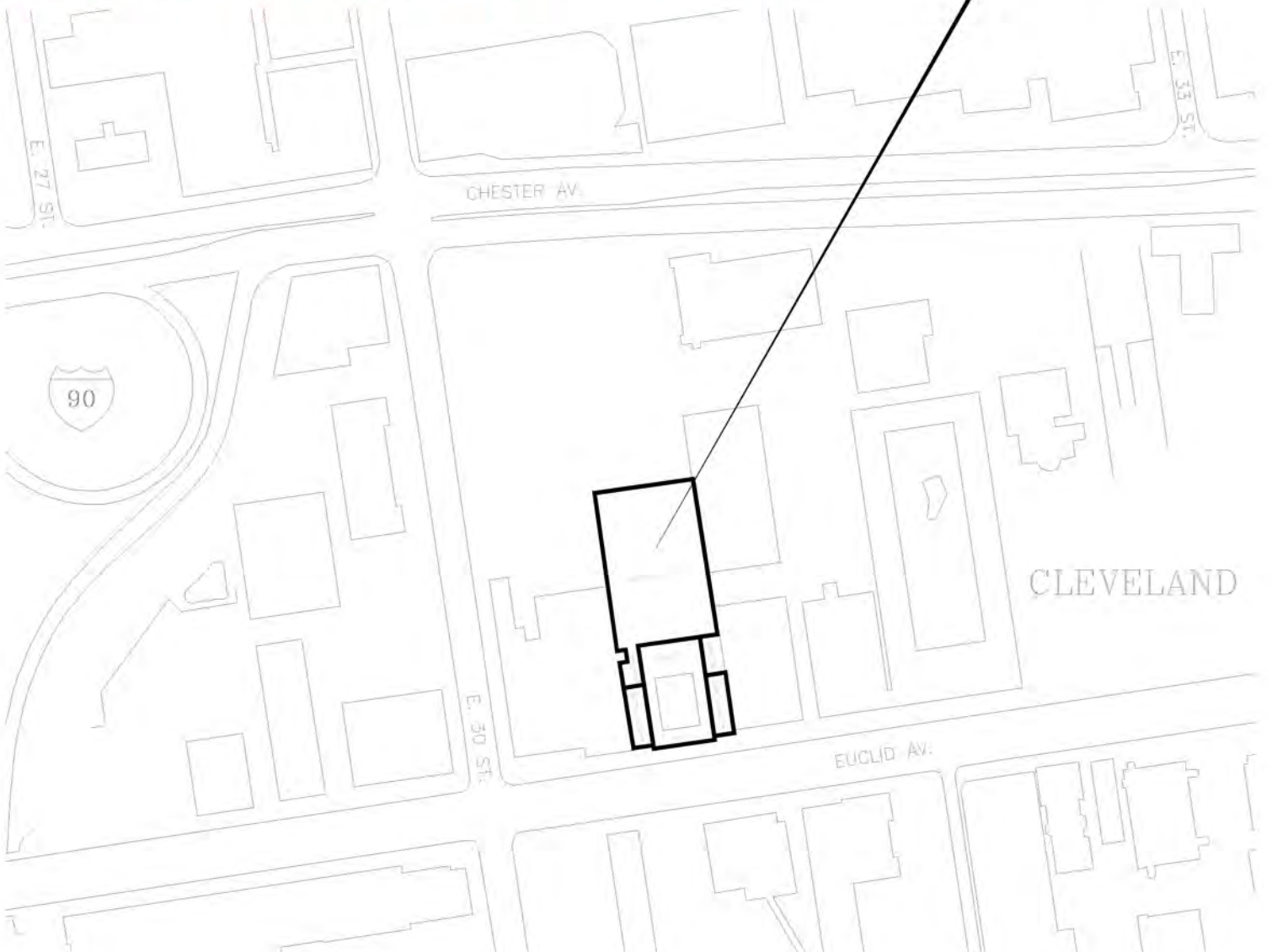
LEGEND

Not to Scale

BUILDING & PARCEL BOUNDARY

Parcel number: 10306029

NAD 1927 USGS - 1:24000
Zone 17
Easting : 444353 Northing: 4594581

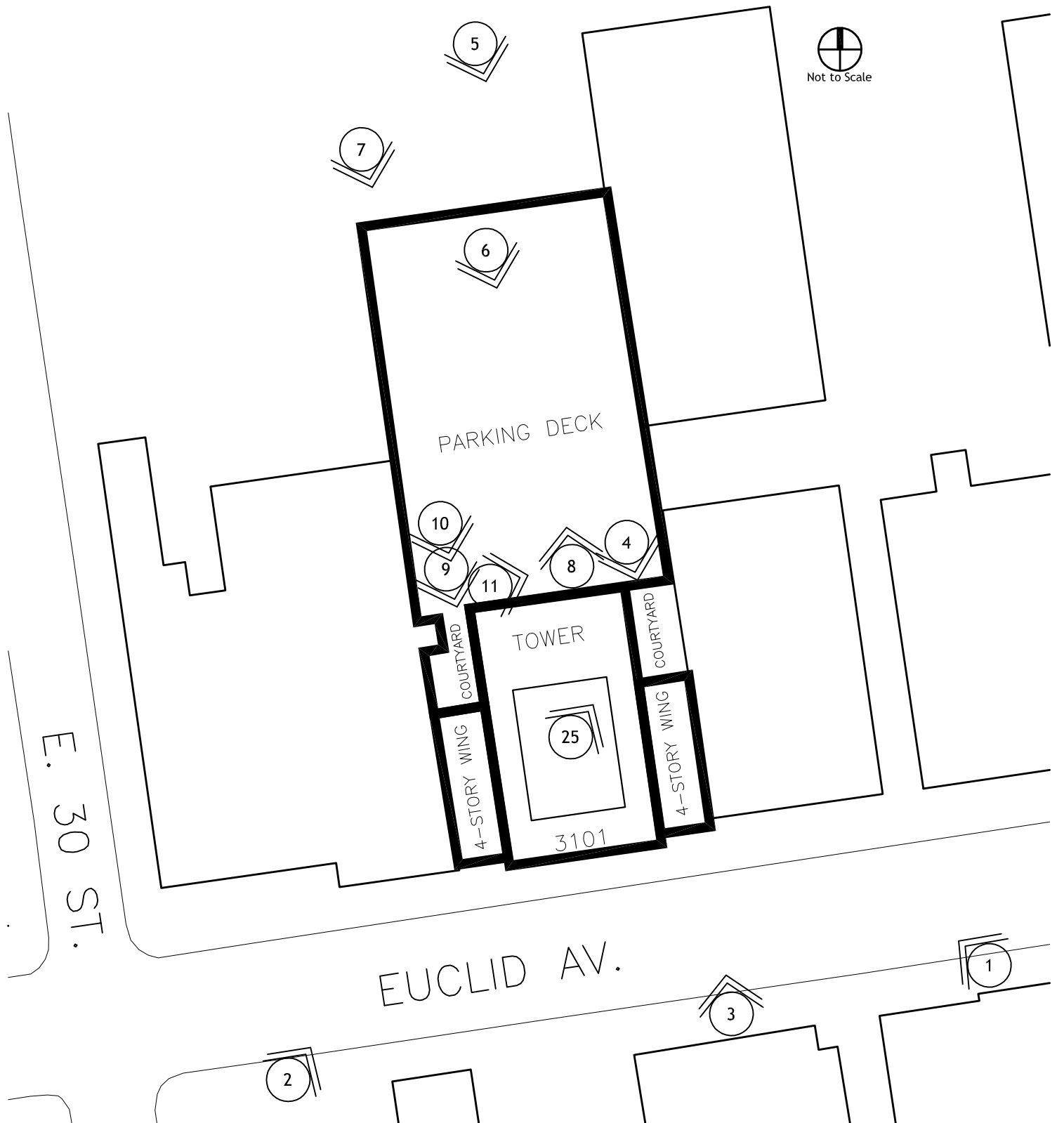


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National Park Service

3101 EUCLID BUILDING
Cuyahoga County, OH

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Section number Additional Documentation - Photo-key - SITE Page 2

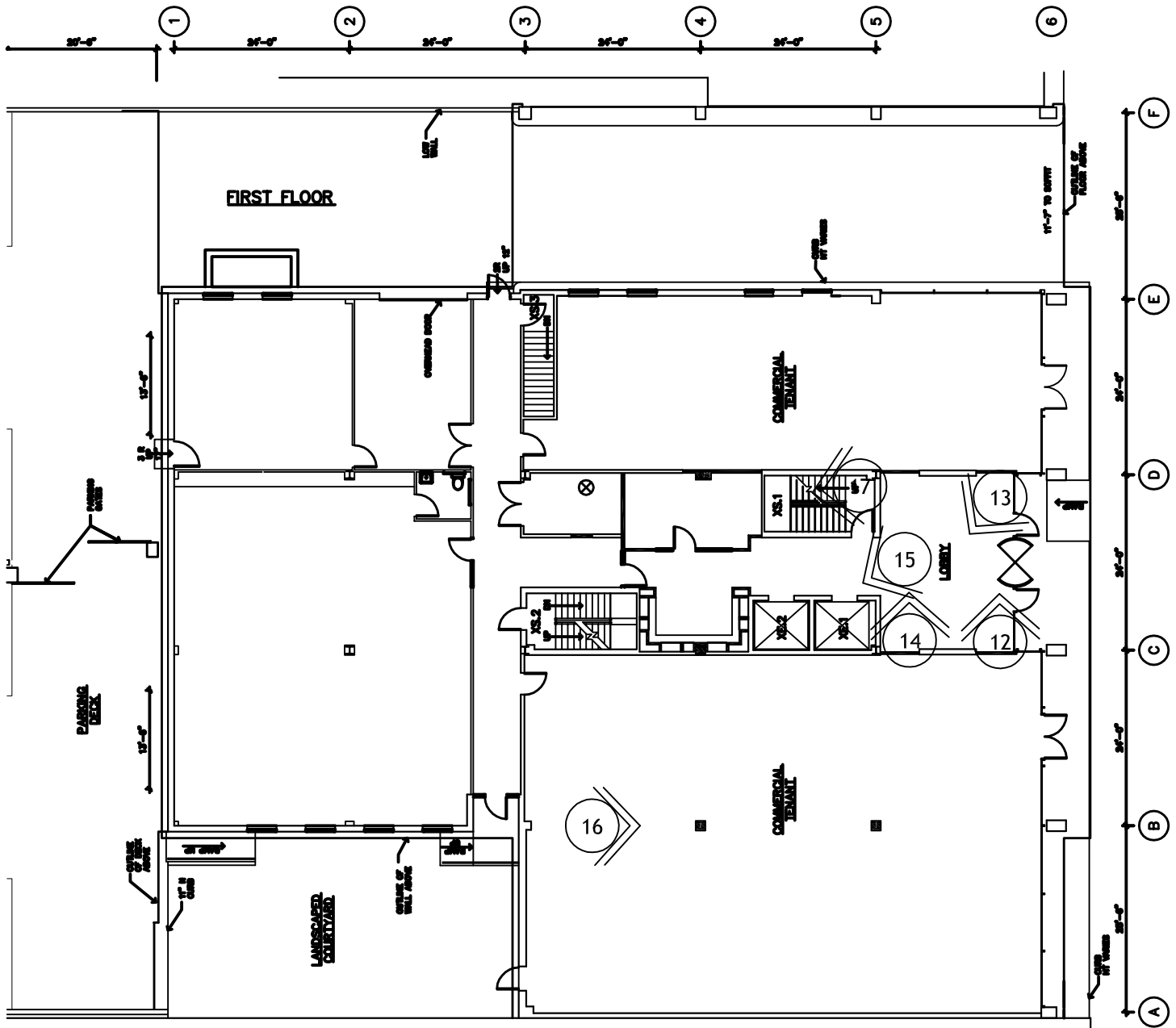


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Cuyahoga County, OH

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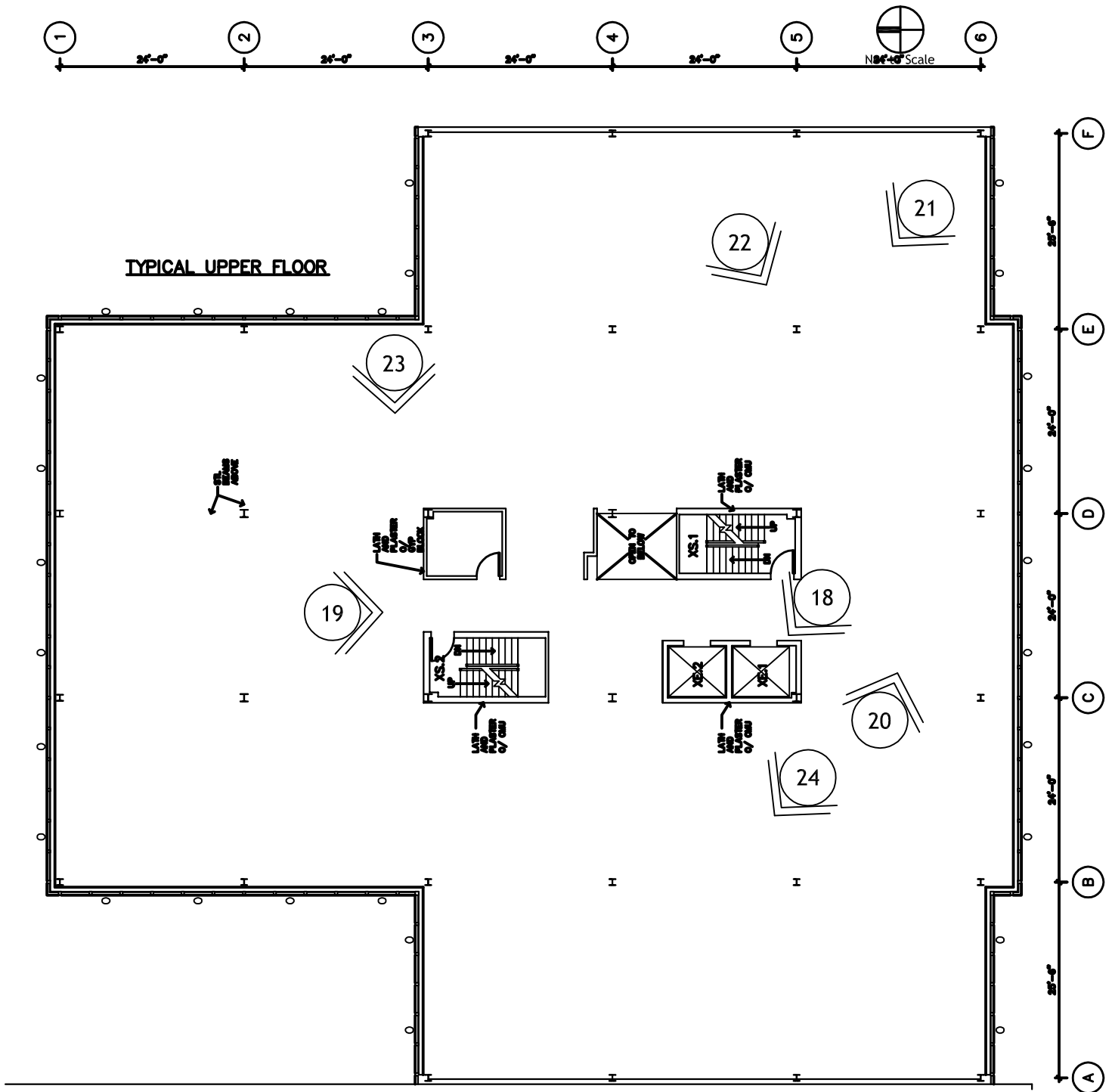


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3101 Euclid Avenue Building
Cuyahoga County, Ohio

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Page 1

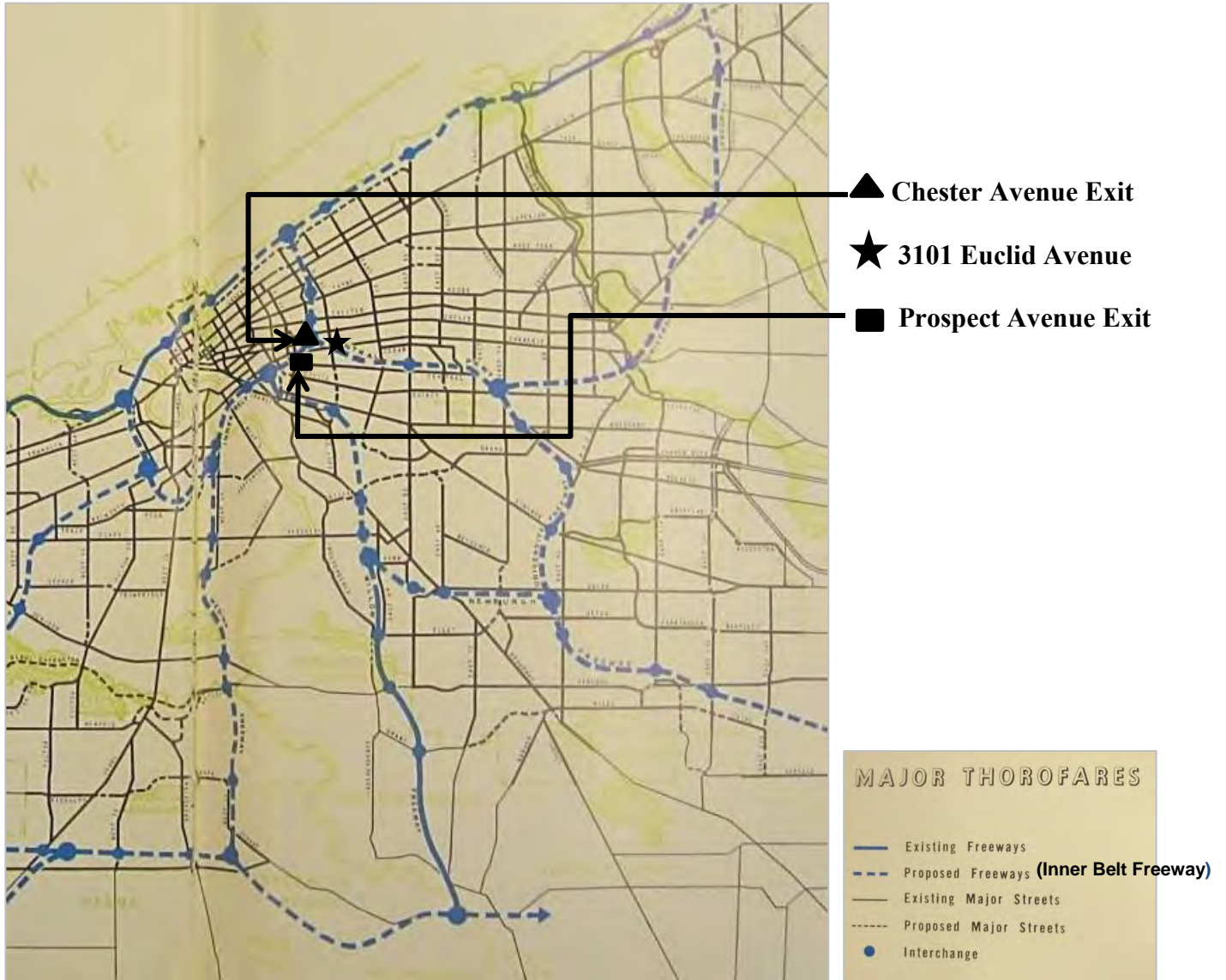


Figure 1. *Cleveland Today, Tomorrow General Plan of Cleveland* adopted May 1949
Major Thoroughfares.

Source: Western Reserve Historical Society, Manuscripts and Archives

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3101 Euclid Avenue Building
Cuyahoga County, Ohio

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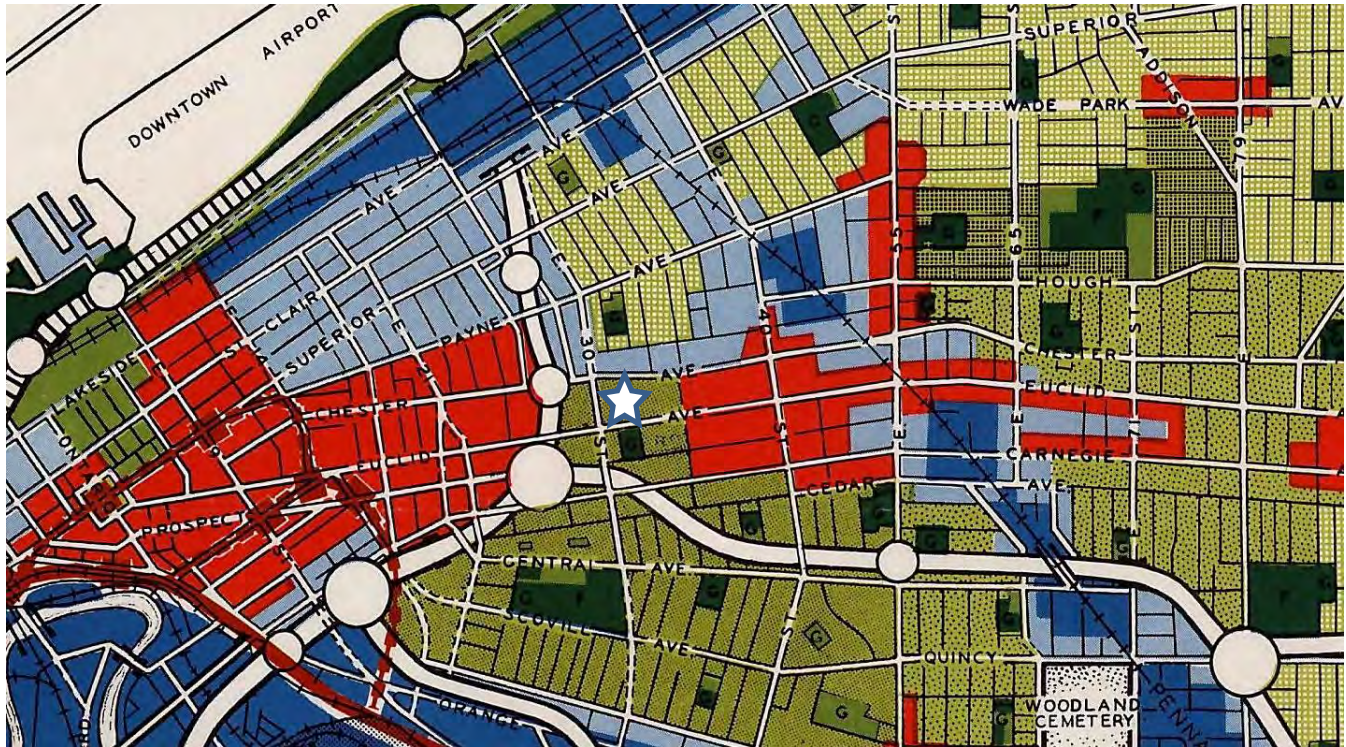


Figure 2. *Cleveland Today, Tomorrow General Plan of Cleveland* adopted May 1949

Land Use.

3101 Euclid Ave. indicated by Star

Source: Western Reserve Historical Society, Manuscripts and Archives and Cleveland Public Library Digital Gallery.

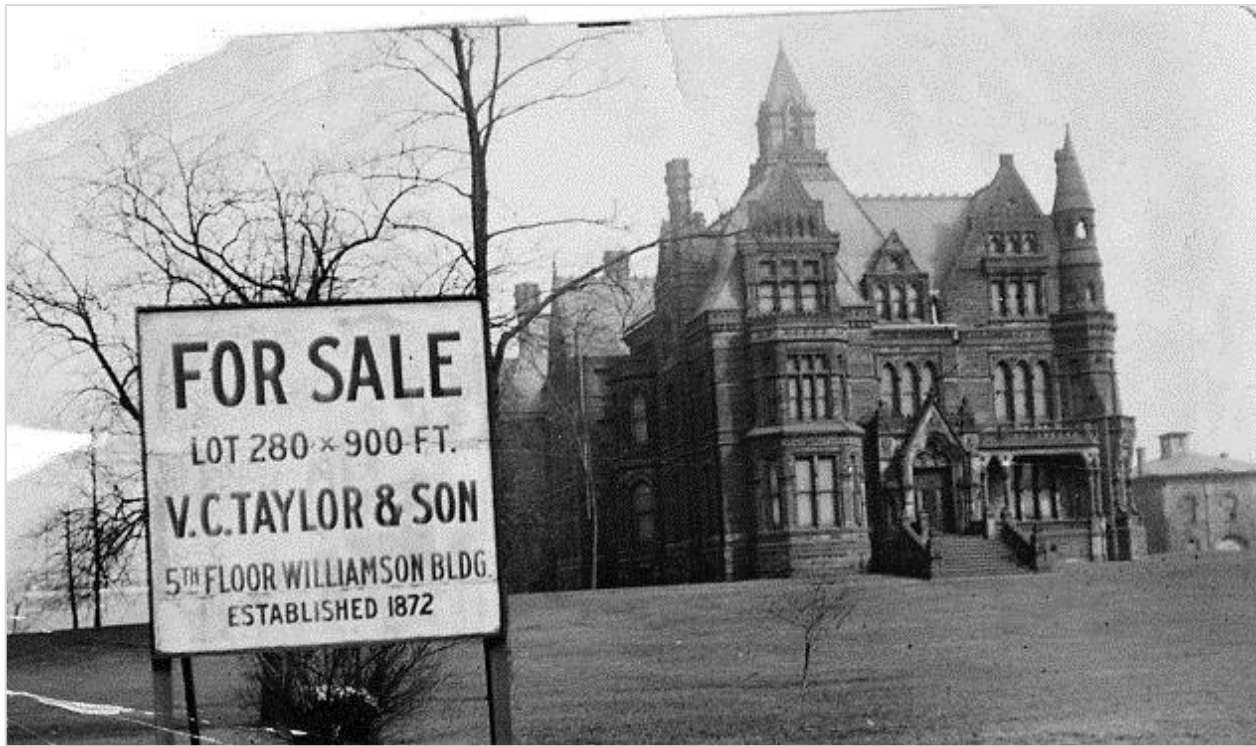
United States Department of the Interior
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3101 Euclid Avenue Building
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**Figure 3. Home of Samuel Andrews, “Andrews’ Folly.” Photo 1917
Northeast corner of Euclid Avenue and East 30th Street**

Source: Cleveland Memory Project, Cleveland State University. Michael Schwartz Library, Special Collections.

United States Department of the Interior
National Park Service

3101 Euclid Avenue Building
Cuyahoga County, Ohio

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Figure 4. 1955-1959 Construction Boom on Euclid Avenue to the east of the I-90 Inner Belt

Source: Plain Dealer, 24 April 1957.

United States Department of the Interior
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3101 Euclid Avenue Building
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Figure 5. 3101 Euclid Avenue Building, 1959

Source: Cleveland Memory, *Cleveland Press* Collection, Marvin Wilson photographer.



Figure 6. 3101 Euclid Avenue Building, 1959

Source: Cleveland Memory, *Cleveland Press* Collection, Bernie Noble photographer. Bernie Noble was an award winning *Cleveland Press* photo journalist who became well known for among other things his 1969 photo of Dwight D. Eisenhower which was selected for the Eisenhower six cent stamp.

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See Booth 79

**Attracts tenants with
comfort cooling
by GAS-operated
CARRIER
Absorption Refrigeration**

H. L. Vokes Company of Cleveland, designers and builders of the new 3101 Euclid Avenue Building in that city, are experts in two-way satisfaction. They satisfied their tenants and their own cost requirements with one of the most efficient types of modern air conditioning — Gas-operated Carrier Absorption Refrigeration.

Comfort cooling in this building starts at the same two gas-fired boilers that furnish heat in winter.

The Carrier absorption unit uses low pressure steam from the boilers as the energy source for water chilling. Thus, no prime mover is needed. Boiler capacity is put to use on a year 'round basis. And thrifty gas keeps fuel costs low.

Judge for yourself the efficiency and economy of Gas-operated Carrier Absorption Refrigeration. Specific performance data and cost details are yours for the asking. Just call your local gas company, or write to Carrier Corporation, Syracuse 1, New York.

AIR CONDITIONING PENTHOUSE.
This equipment in penthouse atop the building includes two gas-fired Bryant boilers, 300-ton capacity Carrier Absorption unit to chill water for the Carrier Weathermaster air conditioning system, and Carrier cooling towers, too. Roof-top installation frees basement area for other uses.

AMERICAN GAS ASSOCIATION.



This new 3101 Euclid Avenue Building in Cleveland meets every modern requirement in the bank. Attractive exterior, with glass and aluminum curtain walls. Most comfortable interior, with air conditioning by Gas-operated Carrier Absorption Refrigeration.

FOR HEATING & COOLING GAS IS GOOD BUSINESS

60

Figure 7. 3101 Euclid Avenue Building, 1960

Source: *AIA Journal*, The 1960 Convention: Special Exhibitors Issue, April 1960

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3101 Euclid Avenue Building
Cuyahoga County, Ohio

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GLEAMING GLASS — ALUMINUM WALLS





3101 EUCLID AVENUE BUILDING
Design & construction by
THE H. L. VOKES COMPANY
Engineers and General Contractors
Cleveland, Ohio

OFFICE SPACE STILL AVAILABLE IN THE "3101 EUCLID AVENUE BUILDING"

Think of it . . . here is opportunity! There is still time to reserve office space in this magnificent new building.

Year-round Gas Air Conditioning was selected after careful engineering analysis. Comfort-conditioned — the air in your offices is continuously cleaned, dried, or moistened. A private office can have its own climate with the turn of a knob.

Acoustical tile ceilings, flexible lighting fixtures, automatic elevators, and tenant garage complete the picture.

We will be delighted to arrange for your private inspection tour of "3101 Euclid Avenue". Start the action yourself by calling the H. L. Vokes Company — KE 1-2345.

Add your company's name to this directory of successful business firms.

The Bellows Company	Johns-Manville Sales Corp.
Cities Service Oil Company	Motorist Mutual Insurance Co.
Conover-Mast Publications, Inc.	The Mutual Life Insurance Company of New York
The Fidelity Mutual Life Insurance Company	National Distillers and Chemical Corporation
The Grollier Society, Inc.	Retail Credit Company
Home Life Insurance Company of New York	The Standard Register Company
The House of Seagram, Inc.	Union Central Life Insurance Co.

The H. L. VOKES Company

1000 WAYSIDE ROAD CLEVELAND 10, OHIO

Figure 8. Ad for Office Space, 3101 Euclid Avenue Building

Source: *Plain Dealer*, 22 December 1958

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Figure 9. 3101 Euclid Avenue
West Wing First Floor Tenant Space
“The Diplomat” Open Floor Plan

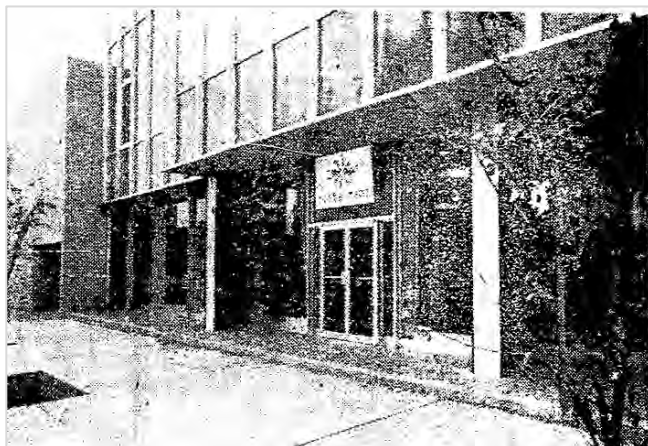


Figure 10. 3101 Euclid Avenue Facade

Source: Plain Dealer 24 September 1959

**THE
DIPLOMAT
RESTAURANT**

Cleveland's NEWEST, FINEST and

most
modern
dining
room...

Featuring an outstanding dinner menu at reasonable prices!

OPEN
MONDAY
THROUGH
SATURDAY
FOR BREAKFAST,
LUNCH AND
DINNER

BOB COBLITZ—MGR. • BEN J. GOETZ—OWNER

The Following Firms Are
Proud to Have Participated
in Creating Cleveland's
Quality Restaurant:

DuWitt Wash. Co.	Loeb Baking
L. & M. Foods	Billy Bakery
Finn's Ice Cream	Paak Wash's Fin.
Marbach's Grocery	Star Fish
Arnold Pickles	Solid Fish
Land O' Lakes Butter	Olus Soap
Ledner Milling	Wallace & Schwartz
Warner Sausage Co.	Alex. Tobacco
Monkey Meats	The Gallop Co.
Myers Meats	S. S. Kemp
Greenleaf Paper	Phillips Orange Co.
	Sealtest Co.

the **DIPLOMAT**

3101 EUCLID AVE. FREE COVERED PARKING IN OUR BUILDING EN 1-0444

Backed by 33 years reputation for serving fine food

United States Department of the Interior
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Page 9

**THE
3101
EUCLID
BUILDING**

Cleveland's Newest
Luxury Office Structure

NOW 95% LEASED

Just a few choice office suites remain in this outstanding glass and aluminum building. Suites will be designed to your own layout requirements . . . decorated to your own specifications. Units custom built with modern metal partitioning. Flooring furnished. Year 'round air conditioning. Five levels of parking with entrances on Euclid and East 30th Street. Now being occupied.

For Leasing Information Call
Bates & Springer, Inc.
UTah 1-3377

Figure 11. Ad for design to suit office suites, 3101 Euclid Avenue Building

Source: *Plain Dealer*, 23 June 1959

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STEEL BUILDINGS
KERBER PATENTS

Factories
Shops

Mills
Warehouses

Storage
Garages, Private

Gas Stations
Store, Rooms

Repair Shops
Parking Booths

Universally Used in Gas and Oil Industries

Our engineers will work with you on standard or specially designed buildings, obligating you in no way. Our buildings are portable or permanent, and we will erect them or ship crated, to any point in the United States.

H. L. VOKES CO. *General Contractors*

Office: 1911 East 87th Street GARfield 2865

Figure 12. Ad for H.L. Vokes Co. Steel Buildings, Kerber Patents

Source: *Plain Dealer*, 11 October 1931

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VOKES BUILDINGS Prefabricated STANDARD STEEL BUILDINGS

for Flexibility and Economy

Today more than ever, rapidly expanding industry is choosing VOKES Steel Buildings. The VOKES system of standardization is so flexible, buildings can be tailored to your exact requirements, without the usual time consuming delays. Time to occupancy is cut to DAYS instead of months. Flexibility enables you to combine sections in innumerable ways to meet any building problem.

VOKES buildings may be erected in any length and width in multiples of two feet, and any height. Unlimited length and width spans afford working space uninterrupted by columns. Vertical sidewalls assure more usable space at lower cost per square foot.

When you need a PERMANENT building with all the advantages of prefabricated construction—get all the facts from VOKES first. VOKES steel frame construction is designed to meet the most exacting building codes. Write for complete information.

A Permanent Building - - - With Prefabricated Advantages

The H. L. VOKES Company
Manufacturers and Erectors of Steel Buildings
1013 WAYSIDE RD. • CLEVELAND 10, OHIO

VOKES BUILDINGS

Figure 13. The H.L Vokes Co. Advertisement, 1960

Source: *The Clevelander*, December 1956.

United States Department of the Interior
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Figure 14. The H.L Vokes Co. Advertisement, 1960

Source: *The Cleveland*, February 1960.

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**VOKES
BUILT**

**Eton Square
Brainard Place
Parkway Medical Center
Commerce Place
Picker's Century Building
Eastlake Racquet Club**

**Can we build one
for you?**

Vokes takes an idea and builds on it. And the remarkable results are everywhere you look. Vokes can be your single source of building responsibility, from concept to completion. So, before you build, send for the new Vokes brochure. It just may be the most important coupon you ever clipped.

THE VOKES CO. Designers
Engineers • Constructors • Steel Fabricators
Building • Marketing & Managing

The Vokes Company
35555 Curtis Boulevard • Eastlake, Ohio 44094
We want to see what you can do for us. Please send your brochure.

Name _____
Title _____
Company _____
Address _____
City _____ State _____ Zip _____

Figure 15. The Vokes Co. Advertisement, 1977

Source: *Plain Dealer*, 9 August 1977.

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Cuyahoga County, Ohio

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Figure 16 . Illuminating Building, 55 Public Square
International style
Concrete construction

Source: *The Clevelander*, April 1957.

Cleveland: Ohio Greater Cleveland Growth Association.

Cleveland Public Administration Library.

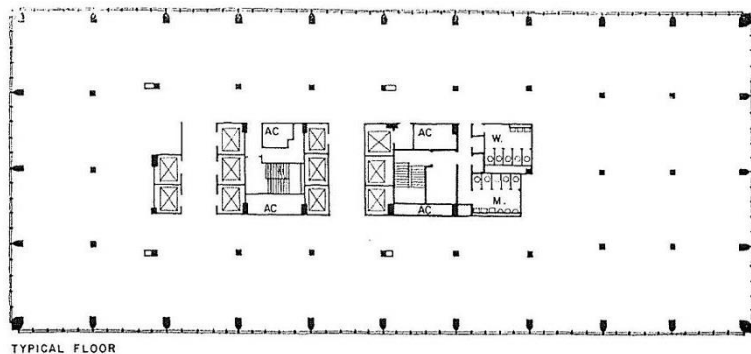


Figure 17 . Floor Plan, Illuminating Building, 55 Public Square
International style

Concrete construction requiring more frequent column placement and wider column width compared to steel I-beam construction .

Source: “Cleveland’s Illuminating Building.” *Architectural Record*, June 1958.



Bryant & Str

TO
I-90
I-77
I-77
←

Welcome Veterans!

NEWS
CHANNEL 7

WEWS
CHANNEL 5

RIGHT
LANE

ONLY

CROSS
ONLY
AT
CROSS



Y
Y

FOOD & MEDICAL
SERVICES

Orange traffic cones





STOP



















CONSTRUCTION MATERIALS
SPECIALTY CONTRACTORS
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UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Building at 3101 Euclid Avenue

Multiple Name:

State & County: OHIO, Cuyahoga

Date Received:
6/23/2017

Date of Pending List:
7/18/2017

Date of 16th Day:
8/2/2017

Date of 45th Day:
8/7/2017

Date of Weekly List:

Reference number: SG100001438

Nominator: State

Reason For Review:

Appeal

SHPO Request

Waiver

Resubmission

Other

PDIL

Landscape

National

Mobile Resource

TCP

CLG

Text/Data Issue

Photo

Map/Boundary

Period

Less than 50 years

Accept

Return

Reject

8/7/2017 Date

Abstract/Summary
Comments:

Recommendation/ Criteria Accept, National Register Criteria A and C.

Reviewer Patrick Andrus

Patrick Andrus

Discipline Historian

Telephone (202)354-2218

Date

8/7/2017

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



June 14, 2017

J. Paul Loether, Deputy Keeper and Chief, National Register
and National Historic Landmark Programs
National Park Service
National Register of Historic Places
Mail Stop 7228
1849 C St, NW
Washington, D.C. 20240

Dear Mr. Loether:

Enclosed please find one (1) new National Register nomination for Ohio. All appropriate notification procedures have been followed for the nomination submissions.

NEW NOMINATION
3101 Euclid Avenue Building

COUNTY
Cuyahoga

The enclosed disks contain the true and correct copy of the nomination to the National Register of Historic Places for the following: 3101 Euclid Avenue, Cuyahoga County, Ohio.

If you have questions or comments about these documents, please contact the National Register staff in the Ohio Historic Preservation Office at (614) 298-2000.

Sincerely,

for 

Lox A. Logan, Jr.
Executive Director and CEO
State Historic Preservation Officer
Ohio History Connection

Enclosures



NATIONAL REGISTER OF HISTORIC PLACES
NPS TRANSMITTAL CHECK LIST

OHIO HISTORIC PRESERVATION OFFICE
800 E. 17th Avenue
Columbus, OH 43211
(614)-298-2000

The following materials are submitted on June 14, 2017
For nomination of the 3101 Endicott Ave Bldg to the National Register of
Historic Places: Cuyahoga Co, OH

- Original National Register of Historic Places nomination form
___ Paper PDF
- ___ Multiple Property Nomination Cover Document
___ Paper ___ PDF
- ___ Multiple Property Nomination form
___ Paper ___ PDF
- Photographs
___ Prints TIFFs
- CD with electronic images
- Original USGS map(s)
___ Paper Digital
- Sketch map(s)/Photograph view map(s)/Floor plan(s)
___ Paper PDF
- Piece(s) of correspondence
___ Paper PDF
- ___ Other _____

COMMENTS:

- ___ Please provide a substantive review of this nomination
- This property has been certified under 36 CFR 67
- ___ The enclosed owner objection(s) do ___ do not ___
Constitute a majority of property owners
- ___ Other: _____



City of Cleveland
Frank G. Jackson, Mayor

Cleveland Landmarks Commission
Donald Petit, Secretary
601 Lakeside Avenue, Room 519
Cleveland, Ohio 44114-1071
216/664-2532 – Fax: 216/664-3281
dpetit@city.cleveland.oh.us

August 8, 2016

Barbara Powers, National Register Program Manager
Ohio History Connection
Ohio Historic Preservation Office
800 East 17th Avenue
Columbus, OH 43211-2474

**Subject: The 3101 Euclid Avenue Building, 3101 Euclid Ave. Cleveland,
Cuyahoga County, OH
National Register of Historic Places Nomination**

Dear Ms. Powers:

I am writing to express my support for the nomination of The 3101 Euclid Avenue Building for listing on the National Register of Historic Places. The nomination will bring recognition to this important mid-twentieth century International style office tower building designed by local Cleveland firm, the H. L. Vokes Company. Designation of the building will be a source of community pride and appreciation for history. In addition, it will serve as a catalyst for redevelopment of the building and for the surrounding MidTown Cleveland area.

As a Certified Local Government, the City of Cleveland has a distinguished track record in historic preservation, including preservation of many important commercial buildings contributing to the uniqueness and character of Cleveland. Placing The 3101 Euclid Avenue Building on the National Register of Historic Places will continue to help strengthen the character and future of Cleveland.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Donald Petit".

Donald Petit
Secretary

Cc: Wendy Naylor, Naylor Wellman LLC
Edward Rybka, Chief of Regional Development, Office of the Mayor
Freddy L. Collier, Jr., Director of City Planning
TJ Dow, City Council, Ward 7
Julie Trott, Chair, Landmarks Commission