

United States Department of the Interior  
National Park Service

SC-1655

# 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: Erievew Tower  
Other names/site number: Erievew Plaza, Tower at Erievew  
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: 1322 East 12<sup>th</sup> Street  
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Not For Publication:  N/A Vicinity:  N/A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  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  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  local

Applicable National Register Criteria:

A  B  C  D

DSHPO Inventory & Registration, <u>Barbara Power</u> <u>August 7, 2017</u>	
<b>Signature of certifying official/Title:</b>	<b>Date</b>
Ohio Historic Preservation Office, Ohio Historical Society _____	
<b>State or Federal agency/bureau or Tribal Government</b>	

In my opinion, the property <input type="checkbox"/> meets <input type="checkbox"/> does not meet the National Register criteria.	
<b>Signature of commenting official:</b>	<b>Date</b>
_____	
<b>Title :</b>	<b>State or Federal agency/bureau or Tribal Government</b>

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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 Andrews*  
Signature of the Keeper

*9/25/2017*  
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>          </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.)

COMMERCE/TRADE/business/office building

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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## 7. Description

### Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT/International Style

OTHER/Post-Modern

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**Materials:** (enter categories from instructions.)

Principal exterior materials of the property: CONCRETE, METAL/Steel, GLASS, STONE/Granite, METAL/Aluminum, SYNTHETICS/Rubber

## Narrative Description

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### Summary Paragraph

The 40-story Erievew Tower skyscraper, constructed 1963-1964, is located in the northeast section of the central business district of Cleveland, Ohio. The second tallest building in Cleveland when it was constructed, Erievew Tower immediately became a premier corporate office location.<sup>1</sup> It remains the fourth tallest building today in Cleveland. Located on East 12<sup>th</sup> Street, Erievew Tower served as the first and most significant building erected as part of the Erievew urban renewal plan (Figure 1, Photos 1-2). Erievew Tower was undertaken by the nationally-known New York development team of John W. Galbreath and Peter B. Ruffin, designed by architect Max Abramovitz of the New York firm Harrison & Abramovitz and built by Turner Construction Company.<sup>2</sup> The curtain wall building is 529 feet tall and encloses 703,000 square feet of space. The exterior consists of green-tinted glass and green spandrel panels, all in dark aluminum framing, with black granite panels creating vertical piers. The rectangular building has a central elevator, stair, and restroom core surrounded by open office floor space adaptable to tenant's needs. Interior original materials include terrazzo, travertine marble, and stainless steel. Erievew Tower's original related components included ground floor banking spaces, restaurants located at the top of the building and basement, a 450-car underground parking garage, and a plaza extending west from the building that included a water feature and landscaping. The plaza was replaced in 1987 with a two-story glass and stone retail addition connected to the tower at the lobby level. Alterations to the tower have occurred in the main lobby, restaurant spaces, some elevator lobbies, and finish materials in tenant spaces. The building retains its historic integrity through its original exterior design and materials, intact open

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<sup>1</sup> "Ohio Bell Hears Erievew Ring," *The Cleveland Press*, special supplement, 8 June 1964, p. 12.

<sup>2</sup> "Erievew Plaza," *The Cleveland Press*, special supplement, 8 June 1964, p. 2; "Erievew Plaza," Galbreath-Ruffin, circa 1962, no page.

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office floor plates, and its commanding presence on the Cleveland skyline. The period of significance begins in 1964, the year Erievue Tower was completed. The period of significance ends in 1974 when the first wave of construction of commercial and residential buildings, constructed as a result of the Pei plan and the success of Erievue Tower, came to a halt due to the onset of a severe economic recession.

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## Narrative Description

Rectangular in plan with the main entrance accessed from a driveway and paved plaza set back from East 12<sup>th</sup> Street (Photos 1-11), the steel and concrete structure reflects elements of the International style. The 40-story building is faced with green-tinted glass and spandrel panels in dark aluminum framing, and black granite panels that create vertical piers across the flat elevations, which rise to a height of 529 feet.<sup>3</sup> There are seven bays across the north/south elevations and three across the east/west elevations (Photos 1-3, 10). The entrance (Photos 2, 5-9) is marked by a flat, wide metal canopy that spans the three center bays on E. 12th. The original entrance in the center bay has a pair of aluminum and glass revolving doors flanked by a single aluminum and glass replacement door on either side. Likely during a 1987 renovation, the two, single black aluminum storefront doors along with two pairs of double-leaf doors were added to each bay flanking the center entrance. The building is anchored by rectangular spandrel glass panels in a grid pattern on floors two through four (Photos 1-11), which were installed to screen the telephone equipment housed on these floors for an original tenant, Ohio Bell.<sup>4</sup> The full spandrel panels are terminated at the top of the fourth floor by horizontal aluminum band. From floors five through thirty-eight, the green-tinted glass and spandrel panels create a visual, vertical grid system over the face of all four elevations (Photos 1, 3, & 10). A horizontal band of black aluminum mechanical louvers wrap all four elevations on the sixteenth floor, and are repeated to cap the building at the 39<sup>th</sup> and 40<sup>th</sup> floors (Photos 1, 3, & 10).

The south elevation (Photo 10) sits back from the street behind a smaller plaza area and large raised planters added during the 1987 renovation. The north elevation fronts a small service alley (Photo 4). The west elevation connects at the first floor (lobby) level to the Galleria at Erievue, a two-story, retail, Post-Modern style addition built in 1987 (Photos 12-15, 18). The rectangular Galleria has a central concourse connecting the Erievue Tower lobby to East 9<sup>th</sup> Street. The concourse is capped by a three-segment, barrel vault, green-tinted glass skylight with white framing extending the length of the addition. The tower is clearly visible through the skylight (Photos 16-17). Shed style roofs extend from the base of the barrel vault beyond the north and south exterior walls to form a covered pedestrian arcade supported by columns. The north and south exterior walls have a granite bulkhead and bands of green-tinted windows and opaque panels. The East 9<sup>th</sup> Street entrance features a two-story glass and stone arch. The interior has terrazzo floors laid in geometric patterns, with two levels of glass-fronted retail spaces flanking the central concourse. The space is accented with glass panel railings, a glass elevator, and oversize columns. The northwest section contains a glass-ceiling food court

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<sup>3</sup> "Ohio Bell Hears Erievue Ring," *The Cleveland Press*, special supplement, 8 June 1964, p. 12.

<sup>4</sup> "Ohio Bell Hears Erievue Ring," p. 12.

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designed in the shape of a quarter-circle. The food court opens to an outdoor, landscaped, seating area and public plaza.

The 200,000-square-foot Galleria replaced an open landscaped plaza that was part of Pei's plan and the original Galbreath-Ruffin project.<sup>5</sup> The original plaza contained a rectangular water feature divided into two sections by a wide concrete connector. The two-thirds of the pool nearest Erievew Tower contained six fountains, while the one-third of the pool nearest East 9<sup>th</sup> Street could be artificially frozen to create an area for winter ice skating. The pool was flanked by paved areas of crushed white marble and black granite chips laid in a serpentine pattern, plus several rows of trees. Maintaining the aggregate paving was difficult because of foot traffic and weather conditions, and the crushed stone was replaced with pavers as part of the construction of the 1987 addition.

When constructed, Erievew Tower used 9,700 tons of steel fabricated and erected by the American Bridge Division of United States Steel Corp.<sup>6</sup> Of this total, 2,710 tons were a new high-strength steel that came into use in increasing volume beginning in 1960. Erievew was its first use in Cleveland. The new structural steel avoided the cost of side plating required in old-type steel columns and bolted together rather than requiring rivets. The reduced size of the structural steel columns also provided about 2.5 feet of additional floor space per column used.

The first floor in the tower featured a large open lobby with three elevator lobbies in the center of the floor plate and large banking and retail spaces on the north and south ends of the floor (Photos 23-31). Almost all the original finishes of marble, stainless steel, and terrazzo were removed from the lobby area in a 1987 renovation and replaced with a tile floor, granite wall panels, and new ceilings. The remaining 1964 features are the marble-clad perimeter columns in the former banking space, the marble-clad walls at the escalator and stair access to the concourse below the lobby and the underground garage, plus the terrazzo steps at the same location (Photos 19, 20-22, 26). The open layout of the lobby and elevator lobbies remain as well. While not currently occupied, the commercial spaces to the north and south of the lobby also remain.

A 450-car, one-level parking garage was constructed under the plaza as part of the original project (Photo 21). The vehicle entrance and exit ramp is located on the south side of Lakeside Avenue. The parking area is connected to Erievew Tower via an escalator and stair located in the northwest corner of the building, which are still in place today. The garage continues to serve the tower and retail addition.

The upper floors were each designed with a central elevator, stair, and restroom core surrounded by open office space that could be adapted to specific tenants (Photos 32-40). Erievew Tower contains eighteen interior structural columns on each floor: nine incorporated into the service core; six located in the office space to the south of the service core; and three positioned in the office space to the north of the service core. Two freight elevators and seventeen passenger elevators service the building. At the time the elevators were installed, they were nearly 50

<sup>5</sup> "Erievew Plaza," *The Cleveland Press*, special supplement, 8 June 1964, p. 3.

<sup>6</sup> John A. Crawford, "Erievew Tower Raises Head Tomorrow," *The Plain Dealer*, 9 June 1963, p. 184.

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percent faster than others in Cleveland, rising two floors per second.<sup>7</sup> From 1964 until it closed in 1995, the tower's 38<sup>th</sup> floor was home to Stouffer's Top of the Town restaurant, which offered diners panoramic views of the Cleveland skyline and Lake Erie. The restaurant floor was converted to office space after the restaurant closed. The office floors have been renovated multiple times since the building was finished in 1964 but all retain the elevator, stair and restroom core. Some elevator lobbies on the upper floors retain varying combinations of their original materials, which consisted of marble walls and stainless steel elevator doors with metal trim (Photos 32-34, 37).

## Integrity

Erievue Tower is the signature building within the Erievue urban renewal area of downtown Cleveland, Ohio. The building exterior looks much the same as it did when completed and the interior floors retain the same layout and volumes of space. Few changes have been made to the tower itself—some damaged and broken glass panels have been replaced, door assemblies flanking the center entrance were replaced on the front elevation, and inside, most of the original finishes have been changed out as tenant needs transitioned. The original building design and exterior materials however, are almost completely intact and the building still dominates the area designated for urban renewal in 1964.

Changes have occurred to exterior portions of the original site. Adjacent to the north, east, and south elevations of Erievue Tower, paving materials have changed multiple times, and the arrangement of landscaped beds has changed. On the west elevation, the plaza was replaced with a retail addition, the Galleria, which opened in 1987. Although the open air plaza was replaced by the two-story addition to Erievue Tower, the Galleria was intentionally designed to carry out functions similar to the open air plaza in the Erievue urban renewal plan. Functionally, the plaza served as a pedestrian connector from East 9<sup>th</sup> Street to the tower. As part of Pei's urban renewal plan, the ground level plaza space was intended to be a visual juxtaposition to the tower and nearby low-rise and mid-rise buildings.<sup>8</sup> Finally, when walking toward the tower, the skyscraper was meant to be the foremost feature in the vicinity.

The design and massing of the Galleria accommodate the functions of the open air plaza, while allowing Erievue Tower to still visually dominate the site. With entranceways on its three sides – west, north, and south – and a central concourse leading unimpeded into the Erievue Tower lobby, the Galleria continues the free flow of pedestrians from all directions to and from the tower. Access to the Galleria and Erievue Tower is available during the same hours, which are separate from the hours kept by the merchants, clearly communicating the integration of the addition and the tower.

The limited height of the building – two stories – and the use of shed roofs constructed at a very shallow 14 degree angle results in a low profile for the addition, similar to the height of the mature trees formally on the plaza, and which does not conflict with the 40-story height of the

<sup>7</sup> "Erievue Plaza," *The Cleveland Press*, special supplement, 8 June 1964, p. 2; "Erievue Plaza," Galbreath-Ruffin, circa 1962, no page.

<sup>8</sup> I. M. Pei & Associates, *Erievue, Cleveland, Ohio: An Urban Renewal Plan for Downtown Cleveland*, 1961, p. 8.

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tower. Finally, the glass skylight roof for the 500-foot long addition, located above the central concourse, allows pedestrians to still know the weather, and the tower is clearly visible through the glass roof as one approaches the skyscraper.<sup>9</sup>

Therefore, although an addition now occupies the location of a former open air plaza, Erievue Tower retains the necessary aspects of integrity to communicate its function as an office tower and its original relationship to its surroundings, occupying its original location and acting as a catalyst for new construction in an area of Cleveland that had been cleared for redevelopment.

The tower, garage, and the Galleria addition are in good condition with some elements in fair condition.

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<sup>9</sup> For building facts about the Galleria, see Wilma Salisbury, "The Galleria: Filling in an Erievue Gap," *The Plain Dealer*, 6 July 1986, p. 164.



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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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**

1964-1974

\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**

1964

\_\_\_\_\_  
\_\_\_\_\_

**Significant Person**

(Complete only if Criterion B is marked above.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Cultural Affiliation**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**

Harrison & Abramovitz  
Turner Construction Co.

\_\_\_\_\_

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### Statement of Significance Summary Paragraph

Erievue Tower, built 1963-1964, is the most significant building constructed as part of the Erievue urban renewal area of downtown Cleveland, Ohio. The 40-story skyscraper was highlighted by the plan as the anchor for successful development, the first building constructed in the urban renewal program and dominates the area in which it was built. It is eligible for listing in the National Register of Historic Places at the local level of significance under Criteria A in the area of Community Planning and Development. The property also meets the requirements for listing under Criteria Consideration G, Properties That Have Achieved Significance within the Past Fifty Years because of its exceptional significance to Cleveland's mid-century urban development effort.

The Erievue urban renewal plan was the accomplishment of a partnership of local public and private sector leaders who carefully developed a strategy to transform an area of vacant lots and aging, substandard, low-rise industrial and commercial buildings into an entirely new section of Cleveland's central business district. The partnership hired internationally known planner/architect I. M. Pei to develop a master plan for the Erievue area and then utilized that plan plus newly expanded federal policies that permitted redevelopment of commercial areas for commercial uses to leverage federal funds for land clearance and attraction of private sector investment.

The Erievue urban renewal project was a 163-acre area extending from East 6<sup>th</sup> to East 17<sup>th</sup> Streets between Chester and Lakeside Avenues. The master plan prepared by I. M. Pei & Associates in 1960 detailed a combination of lengthy low-rise buildings, open spaces, and high-rise buildings. Construction here over a twenty year period resulted in a major expansion of Cleveland's central business district. The International style Erievue Tower was undertaken by the team of New York developers John Galbreath and Peter Ruffin, New York architects Harrison & Abramovitz (Max Abramovitz, architect), and general contractor Turner Construction, all of whom partnered to create office skyscrapers in the downtowns of many major American cities during the 1950s and 1960s. Erievue Tower's commercial success as an office building served as a catalyst for the construction of eight million square feet of office space, 1,900 apartments, and several hotels and other urban amenities over a period of twenty years.

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### Narrative Statement of Significance (Provide at least one paragraph for each area of significance.)

Post World War II America witnessed a population surge, the rapid growth of suburban communities beyond the central cities and the creation of a highway network that facilitated this shift. The result for many commercial areas in established cities was disinvestment: aging buildings with repair needs, underutilized or vacant upper stories or storefronts, and marginal business uses that gravitated to the lower rents of these less desirable areas. Commercial areas on the fringes of large central business districts, including Cleveland, were often a conglomeration of land uses on small lots, including commercial, housing, and industrial, occupying buildings dating to the late 19<sup>th</sup> or early 20<sup>th</sup> centuries.

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For the central business district of Cleveland, the last major development project was the Terminal Tower complex in the 1920s. Development in the ensuing thirty years was limited to two office buildings constructed in the late 1950s: The Illuminating Building, 55 Public Square, 1958, 22 stories, Carson & Lundin; and The East Ohio Building, 1717 East 9<sup>th</sup> Street, 1959, 21 stories, Emery Roth and Sons). The rapid suburbanization of Cuyahoga County also negatively impacted Cleveland's population. From a peak of 914,808 persons in 1950, Cleveland's population declined to 876,050 persons by 1960 and to 750,903 persons by 1970. Over the course of two decades Cleveland declined from the seventh largest city in the country to the tenth largest.<sup>10 11 12</sup>

Such challenges to the viability of downtown inspired "the determination of businessmen to do something – even though they usually didn't know what at first – to conserve downtown's economic strength."<sup>13</sup> This attempt to reverse the decline of the downtown was widespread, and took place in cities such as Cleveland, Hartford, Pittsburgh, Baltimore, San Francisco, Providence, Philadelphia, Minneapolis, and "even staid old Boston, to name a few."<sup>14</sup> It was hoped that "if strong coalitions of business and political leaders, planners, and architects can indeed create this new downtown image – and the odds are strong that they can – it will be the most remarkable chapter in the remarkable history of the modern city."<sup>15</sup>

### Federal Housing Acts

The federal government recognized this demographic and economic shift as well, approving multiple pieces of legislation designed to focus reinvestment into central cities by providing federal funds, matched with local dollars, for specific purposes.<sup>16</sup> The federal program began with the Housing Act of 1949, which provided federal funding for "slum clearance and urban redevelopment." When a municipality designated an area for urban renewal, property acquisition and demolition were deemed to be a public purpose, enabling cities to use the eminent domain process to compensate property owners and assemble large tracts of land under public ownership. Once cleared, local government sold parcels of land to private real estate developers at below-market prices in exchange for agreed upon new construction projects.

The caveat in the 1949 law was that the federal government provided its two-thirds subsidy for wholesale demolition and land clearance for projects focused on housing. Subsequent legislative amendments required planning documents and expanded the eligible uses of funds. For example, the Housing Act of 1954 required a community that received urban renewal funds to prepare a comprehensive community development plan. Planning and architecture firms seized

<sup>10</sup> U.S. Bureau of the Census, Table 18, Population of the 100 Largest Urban Places: 1950, Internet Release data: June 15, 1998, <https://www.census.gov/population/www/documentation/twps0027/tab18.txt>.

<sup>11</sup> U.S. Bureau of the Census, Table 19, Population of the 100 Largest Urban Places: 1960, Internet Release data: June 15, 1998, <https://www.census.gov/population/www/documentation/twps0027/tab19.txt>.

<sup>12</sup> U.S. Bureau of the Census, Table 20, Population of the 100 Largest Urban Places: 1970, Internet Release data: June 15, 1998, <https://www.census.gov/population/www/documentation/twps0027/tab20.txt>.

<sup>13</sup> David Carlson, "Downtown's Dramatic Comeback," *Architectural Forum*, February 1964, p. 99.

<sup>14</sup> Carlson, p. 99.

<sup>15</sup> Carlson, p. 99.

<sup>16</sup> Jon C. Teaford, "Urban Renewal and Its Aftermath," *Housing Policy Debate*, vol. 11, issue 2, 2000, pp. 443-45.

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the opportunity to promote their services. Firms such as I. M. Pei and Skidmore, Owings, and Merrill became popular choices for the cachet they brought to a project and to produce documents showcasing sleek, modern, dramatic developments. In addition, “the 1954, 1959, and 1961 housing acts permitted an ever-increasing amount of urban renewal money to be spent for commercial projects.”<sup>17</sup>

## Planning for Erievew

As these legislative changes evolved, the City of Cleveland prepared for a downtown urban renewal project.<sup>18</sup> Cleveland formed an urban renewal agency in the mid-1950s, coordinating staff from various departments, and in 1957 reorganized the operation as a Cabinet level department. Cleveland City Planning Commission director James M. Lister became the City’s first Director of the Urban Renewal and Housing Department, a position he held until 1966.<sup>19</sup> Meanwhile, outposts of new development began to appear on the east side of East 9<sup>th</sup> Street, which would be part of the intended renewal area: a 21-story office building whose major tenant was the East Ohio Gas Company (1959) and a facility for the *Cleveland Press* newspaper, combining editorial staff and a production plant (1959).

An influential roster of community leaders coalesced around the idea of a downtown renewal project,<sup>20</sup> including Cleveland Mayor Anthony J. Celebrezze (1952-63); Ernest J. Bohn, director of the Cleveland Metropolitan Housing Authority (1933-1968) and chairman of the Cleveland City Planning Commission (1942-1966); J. M. Lister, the former Cleveland City Planning Commission director; Curtis Lee Smith, president of the Cleveland Chamber of Commerce (1952-1968); Upshur Evans, a former Standard Oil executive and president of the Cleveland Development Foundation (1954-1972), a corporate executive-led nonprofit established in 1954 specifically to assist Cleveland’s urban renewal efforts; and Louis B. Seltzer, *Cleveland Press* newspaper editor (1928-1966). All of these men worked diligently for the Erievew project, but perhaps none more so than Seltzer, a project area property owner, who “had secured a new home for his beloved newspaper. He then intended to provide it with a better neighborhood.”<sup>21</sup>

The City also strategized on how to overcome Federal Housing Administration (FHA) policies that discouraged approval of mortgage insurance for downtown luxury apartment buildings, unless the surrounding area was also improved to help ensure the success of the apartment developments. Cleveland’s response in January 1960 was first publicly announced at the annual meeting of the Cleveland Development Foundation: a proposal to designate under Title I of the Federal Housing Act a renewal area with the potential for “what could be the biggest

<sup>17</sup> Teaford, p. 445.

<sup>18</sup> The City of Cleveland’s first two urban renewal projects were the Garden Valley and Longwood housing developments.

<sup>19</sup> Eugene Segal, “Plan New City Development, Housing Unit,” *The Plain Dealer*, 28 March 1957, p. 3; “James M. Lister,” *The Encyclopedia of Cleveland History*, accessed August 25, 2016, <http://ech.case.edu/cgi/article.pl?id=LJM1>

<sup>20</sup> Kenneth Kolson, “City Planning,” *Encyclopedia of Cleveland History*, accessed August 27, 2016, <http://ech.case.edu/cgi/article.pl?id=CP>; Alana Baranick, “Curtis Smith, Led Chamber of Commerce,” *The Plain Dealer*, 17 May 1996, p. 9B; Zina Vishnevsky, “Upshur Evans, 81, Oversaw Renewal,” *The Plain Dealer*, 10 April 1993, p. 16C.

<sup>21</sup> Jim Toman and Dan Cook, *Cleveland’s Changing Skyline*, vol. III, Cleveland Landmarks Series, (Cleveland Landmarks Press, 1984), p. 13.

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concentrated downtown building development in the past 30 years” (since the 1920s construction of the Terminal Tower complex).<sup>22</sup> The 125-acre area named “Erievue,” roughly bounded by East 9<sup>th</sup> Street (west), Lakeside Avenue (north), East 17<sup>th</sup> Street (east), and Superior Avenue (south), would be redeveloped with office and commercial buildings, along with apartments.

Having an approved Title I renewal area provided several financial and regulatory benefits for the project: cities received \$2 in federal aid for every \$1 of local funds spent on eligible activities including planning, acquisition, and demolition; cities could utilize eminent domain to acquire properties after setting a compensation amount through an appraisal process; and FHA regulations provided more flexibility to provide mortgage insurance within approved renewal areas. Urban Renewal Director Lister asserted that the “expanse of Erievue would provide ‘built-in protection’ for apartment buildings which the project would be expected to encourage.”<sup>23</sup>

The overall scale of the proposed development was also intended to satisfy other goals. For example, it was widely perceived that the central business district had a shortage of new, modern office space for the expanding corporate office sector. In addition, the development was perceived as a nexus that improved downtown by being a suitable neighbor to the Group Plan civic buildings immediately to the west, connecting to the existing office and retail activity along Euclid Avenue to the south, and providing an extended area at the bluff north of Lakeside Avenue from which to view Lake Erie (Figures 2 and 3). Pei’s plan asserted that the intersection of East 9<sup>th</sup> Street and Euclid Avenue, just beyond the southern boundary of Erievue and the midpoint of downtown’s office and retail spine extending on Euclid Avenue from Public Square to East 14<sup>th</sup> Street, was the location “from which the whole complex springs.”<sup>24</sup> Interestingly, a case was also made that the north end of East 9<sup>th</sup> Street “was Cleveland’s front door.”<sup>25</sup> A freeway interchange north of Lakeside Avenue meant much higher visibility for a portion of downtown with aging low-rise commercial and industrial buildings, and Erievue held the promise of remaking the area.

The grant approval, planning, and local approval processes moved quickly in 1960. The federal Housing and Home Finance Agency received the City of Cleveland’s application in February 1960 and awarded funds in May of that same year.<sup>26</sup> In June 1960, the City approved the hiring of I. M. Pei & Associates of New York for \$150,000 to prepare the Erievue plan by November 15, 1960. Pei had formed his own firm in 1955, following the closure of the planning division of the New York City real estate development firm Webb & Knapp, which Pei directed.<sup>27</sup> The

<sup>22</sup> “Foundation to Consider Slum Fight,” *The Plain Dealer*, 14 January 1960, p. 9; Leonard A. Vitcha, “Approval of ‘Issue 5’ Moves City Closer to Renewal Program,” *The Plain Dealer*, 14 November 1960, p. 64.

<sup>23</sup> Eugene Segal, “City Renewal ‘Ball’ Tossed to Council,” *The Plain Dealer*, 15 January 1960, p. 1.

<sup>24</sup> I. M. Pei & Associates, *Erievue, Cleveland, Ohio: An Urban Renewal Plan for Downtown Cleveland*, 1961, p. 1.

<sup>25</sup> James M. Naughton, “City Club Bout – Erievue Critics, Lister Mix It Up,” *The Plain Dealer*, 6 October 1963, p. 1.

<sup>26</sup> Eugene Segal, “City Wants 58 Million From U.S. for Renewal,” *The Plain Dealer*, 27 February 1960, p. 12; “57-Million Urban Grant Is Expected,” *The Plain Dealer*, 26 May 1960, p. 1.

<sup>27</sup> “Board Hires Planners for Two Projects,” *The Plain Dealer*, 16 June 1960, p. 22; Eugene Segal, “Planner Eyes Project Area on East Side,” *The Plain Dealer*, 23 June 1960, p. 9.

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Cleveland City Planning Commission approved the Erievue plan on November 25, 1960, followed by Cleveland City Council approval on December 12, 1960.<sup>28</sup>

With local approval accomplished, project implementation began promptly. The project budget was \$15 million: \$10 million provided by the federal government (two-thirds), matched with \$5 million in local funds consisting of a \$3 million bond issue authorized by voters in November 1960 and \$2 million in funds authorized by Cleveland City Council (one-third). Property purchases began in early 1961, and the first demolitions happened on October 19, 1961, involving two buildings on the future Erievue Tower parcel.<sup>29</sup> A total of 28 parcels occupied the site of Erievue Tower and the adjacent plaza. About one-half of the area was surface parking lots in 1961, while most of the buildings contained commercial uses.<sup>30</sup>

The day prior to the first demolitions, October 18, 1961, bids were opened for the Erievue Tower land purchase. The only bidder was John Galbreath and Peter Ruffin, who bid \$2,250,000 for the tower site and adjacent acreage, the minimum required by the federal government. Approval of the bids, specifications, and plans by the City's Urban Renewal Department, Cleveland City Planning Commission, Pei, and the federal Housing and Home Finance Agency were required for completion of the land purchase. Galbreath first approached the City about developing a high-rise building as part of Erievue in August 1960, so his bid was expected. The developers also announced during the review period that lease commitments for about 50% of the available space had been received. Less than three weeks later, with approvals in-hand, the City's Board of Control approved the land purchase on November 8, 1961.<sup>31</sup>

### I. M. Pei's Plan

The master plan for the 163-acre<sup>32</sup> project area prepared by I. M. Pei & Associates (Figure 2) illustrated buildings with "long low silhouettes" set along uninterrupted blocks stretching up to 1,500 feet in length. These low-rise buildings contrasted with the "clean vertical accents" of high-rise buildings, set in isolation or groups, punctuating the overall design, "and high above them all rises a forty-story office building, the architectural hub of the whole plan."<sup>33</sup> The plan also set forth controls concerning specific land use locations, and design standards such as height, building footprints, setbacks, density, and lot coverage. One goal of these controls was to "provide an orderly and attractive setting for the buildings and a pleasant environment for the

<sup>28</sup> "Commission OK's Erievue 5-0," *The Plain Dealer*, 26 November 1960, p. 1; Eugene Segal, "Council Puts OK on Erievue Plan; Mayor Signs Bill," *The Plain Dealer*, 13 December 1960, p. 1.

<sup>29</sup> Eugene Segal, "Ceremony Hails First Erievue Razing Today," *The Plain Dealer*, 19 October 1961, p. 21.

<sup>30</sup> I. M. Pei & Associates, *Project I - Erievue Urban Renewal Project, Number Ohio R-36*, November 22, 1960, Existing Land Use Map (Sheet 10-60) and Property Acquisition Map A (Sheet 23-60).

<sup>31</sup> "Mayor Hails Erievue Offer by Galbreath," *The Plain Dealer*, 18 August 1960, p. 46; Eugene Segal, "Erievue Bids In; Spring Start Seen," *The Plain Dealer*, 18 October 1961, p. 1; Eugene Segal, "Civic Center Here to Rival Any Sighted," *The Plain Dealer*, 28 October 1961, p. 1; "Galbreath Given an OK on Erievue," *The Plain Dealer*, 9 November 1961, p. 44.

<sup>32</sup> In its final form, the Erievue I and II areas totaled 163 acres, an increase from the 125-acre figure used at the initial project announcement, with the project area expanding further west to roughly East 6<sup>th</sup> Street and further south to roughly Chester Avenue.

<sup>33</sup> I. M. Pei & Associates, *Erievue*, p. 2.

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people who occupy them” by creating informal open spaces such as tree-lined streets, lawns, courtyards, as well as designating specific locations for formal open spaces such as parks.<sup>34</sup>

To accomplish this vision, the plan reduced the number of streets and alleys and consolidated 287 separately owned small parcels into 26 large development sites.<sup>35</sup> An aerial view of the area showed that the existing streetscapes were a mix of commercial and light industrial uses, surface parking lots, and vacant land, with a few houses or small multi-family buildings (Figures 4 and 5). During the summer of 1960, City of Cleveland building and housing inspectors examined all 237 buildings within the Erievue area. A total of 169 buildings (71%) were determined to be substandard based on one or more of four conditions: need for major repairs or extensive minor repairs; inadequate original construction or alterations; inadequate or unsafe basic building utilities or facilities; and/or obsolete building layout or inadequate preventive or protective facilities against fire.<sup>36</sup>

The plan allowed a small number of buildings to remain in the Erievue area for various reasons, such as good condition, recent new construction, and that their uses would “be in harmony with the proposed land uses”.<sup>37</sup> These included the Chester-12<sup>th</sup> Building, City of Cleveland water pumping station, Cleveland Press, CTS Building, East Ohio Building and its parking garage, Manger Hotel, Olmsted Club, St. John Cathedral and College, Union Carbide, and the Wall Street Journal (Figure 3).

The plan proposed dividing the development into two phases.<sup>38</sup> Erievue I focused on office and retail uses along the East 9<sup>th</sup> Street corridor, extending eastward to East 12<sup>th</sup> Street or slightly beyond. Erievue II concentrated on multi-family uses further to the east, stretching to roughly East 17<sup>th</sup> Street (Figure 6). The 158 separate parcels in Erievue I were to be consolidated into nineteen parcels, while the 129 parcels in Erievue II were to be consolidated into seven parcels (Figure 7).

From the outset, the master plan recognized that market forces might alter the document, meaning a different number and/or configuration of consolidated parcels, as well as changes in land uses.<sup>39</sup> The potential evolution of the Erievue plan was noted publicly as early as 1961, when a *Cleveland Press* essay compared city planner Daniel Burnham’s successful early 20<sup>th</sup> century work in various cities, including Cleveland’s civic center Group Plan, to Erievue, and described how Burnham’s projects materialized “not overnight, but gradually. Some details were altered by changing times, but basic concepts remained – and bold plans became bold realities.”<sup>40</sup>

<sup>34</sup> I. M. Pei & Associates, *Erievue*, pp. 4 and 19.

<sup>35</sup> I. M. Pei & Associates, *Erievue*, pp. 18 and 24-25.

<sup>36</sup> I. M. Pei & Associates, *Erievue*, p. 18.

<sup>37</sup> I. M. Pei & Associates, *Erievue*, pp. 4-5.

<sup>38</sup> Cleveland City Council approved Erievue I in 1961 and Erievue II in 1964.

<sup>39</sup> I. M. Pei & Associates, *Erievue*, pp. 22 and 24.

<sup>40</sup> Al Ostrow, “ERIEVUE – A Vision of Cleveland’s Tomorrow,” *The Cleveland Press*, published in observance of Cleveland Printing Week 1961, collection of the Western Reserve Historical Society.



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An example of an adjustment made prior to the construction of Erievew Tower involved the tower's precise location and East 12<sup>th</sup> Street. A short segment of the street was originally planned for removal, with the skyscraper situated in its vacated right-of-way in order to terminate the vista looking northward on 12th. Instead, East 12<sup>th</sup> Street was retained as a through street, and the tower was moved slightly westward, creating building frontage on East 12<sup>th</sup> Street.<sup>41</sup> Urban Renewal Director Lister added that East 12<sup>th</sup> Street was intended as the "major pedestrian way in the plan."<sup>42</sup> The importance of East 12<sup>th</sup> Street as a front door for Erievew Tower was often illustrated in publicity and marketing materials for the skyscraper (Figures 8, 9, and 10).

The plan's approval by the Cleveland City Planning Commission and Cleveland City Council institutionalized its objectives locally. Further, property purchase and building demolition was an immediate reality made possible by Cleveland voter approval in November 1960 for the local share of funding, which unlocked the award of federal urban renewal funds. The newly cleared parcels were available to developers to construct buildings as market forces, tenants, and financing allowed.

### Erievew Development Team

When John Galbreath and Peter Ruffin formed their partnership in 1948, the firm started to develop office skyscrapers for corporate clients. As part of their business model, the developers teamed with the New York City architectural firm Harrison & Abramovitz and general contractor Turner Construction, also based in New York City. Prior to the project in downtown Cleveland, this partnership had completed a number of other office skyscrapers around the United States, including: U.S. Steel – Mellon Bank Building (Pittsburgh, 1951, 41 floors), Socony-Mobil Building (New York City, 1956, 42 stories), Continental Can Building (New York City, 1961, 39 stories), Marine Plaza Building (Milwaukee, 1961, 22 stories), and Columbus Center (Columbus, Ohio, 1964, 25 stories)<sup>43</sup> (Figure 11). Ruffin, in explaining the firm's success, stated: "It's our business to use to the fullest the talents and creative talents of a specialized team of experienced architects, engineers and builders in every phase of planning and building. We have found this the best and only way to create imaginative and successful buildings for business and to afford our tenants an atmosphere and management operation they will be proud of."<sup>44</sup>

Ruffin, as the salesman of the partnership, focused on attracting a key tenant to the building as a selling point, which then led other tenants to follow. For example, eight major tenants were successfully recruited for the Socony-Mobil Building, while the Continental Can Building was completely leased by just five tenants. At Erievew, a market study<sup>45</sup> and Pei's master plan were coordinated to result in the decision to erect a 40-story tower. Ohio Bell Telephone Company

<sup>41</sup> Eugene Segal, "Erievew Plan Shows Six Changes Already," *The Plain Dealer*, 1 September 1963, p. 10. The other plan changes described in the article also involved street retentions or vacations.

<sup>42</sup> "Erievew Plan Influenced by Winds on E. 9<sup>th</sup> Street," *The Plain Dealer*, 1 March 1961, p. 17.

<sup>43</sup> "Erievew Plaza," *The Cleveland Press*, special supplement, 8 June 1964, p. 2; "Erievew Plaza," Galbreath-Ruffin, circa 1962, no page.

<sup>44</sup> Donald Sabath, "Skilled Team Runs Big Buildings," *The Plain Dealer*, 29 September 1964, p. 31.

<sup>45</sup> The Erievew market study consultant and results are noted in I. M. Pei & Associates, *Erievew*, pp. 15 and 26.

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moved their corporate headquarters from another location in downtown Cleveland and signed a 20-year lease for floors two through fifteen, plus lobby space for a business office.<sup>46</sup> The lengthy leases, particularly when signed prior to groundbreaking, were very attractive to banks interested in providing financing to construct buildings.

Galbreath-Ruffin knew their specialty and, for example, did not wish to manage apartment buildings. Ruffin noted: "We are just not interested in apartment buildings. Leases are short and uncertain. People come and go all the time. They are too hard to administer. Nearly all our office building leases are for 25 years, so we always know where we are."<sup>47</sup>

### Erievue Tower Construction

Although groundbreaking for the skyscraper had been expected in 1962, construction was delayed by two lawsuits. A property owner challenged the City's authority to use its eminent domain powers, but the U.S. Supreme Court refused to consider an appeal of a lower court ruling, and the right to use eminent domain to acquire land for downtown renewal was established. An attorney filed a lawsuit in federal court claiming that the Erievue project did not qualify for federal funds because the project area was not predominantly residential in its existing land use, and the proposed development was not intended to be predominantly residential. The U.S. Court of Appeals ruled that the 1959 Housing Act amendments permitted redevelopment of commercial areas and projects for commercial use.<sup>48</sup>

With legal issues settled in favor of the City in late 1962, clear title for the land was conveyed to the developers and Erievue Tower construction proceeded quickly. The groundbreaking ceremony was held February 7, 1963. After foundation construction, steel erection, consisting of 11,000 pieces totaling 9,700 tons, was completed in seven months (Figures 12, 13, 14, and 15). The tower was dedicated October 20, 1964 (Figures 16 and 17).<sup>49</sup>

In addition to the office space in the tower, the building included a bank branch and two restaurants. Cleveland Trust, one of the city's oldest financial institutions, occupied the south half of the lobby, with sixteen-foot tall floor-to-ceiling windows enclosing three sides of the space. The branch was the largest in its network, a two-level, 8,200 square foot space staffed with 22 employees. The bank featured ten teller windows, a loan counter, customer counters, private offices, and safe deposit box facilities on the first floor. The second floor, for staff only, included bookkeeping staff, a lounge, and a kitchen-lunchroom. The design was a "contemporary combination of imported green and white marble, rosewood paneling, bronze

<sup>46</sup> Sabath, "Skilled Team Runs Big Buildings," p. 31; "Erievue Plaza," *The Cleveland Press*, special supplement, 8 June 1964, p. 12.

<sup>47</sup> "Personality: Realtor Ruffin Sells – Sight Unseen," *The New York Times*, 26 January 1963, p. 12.

<sup>48</sup> "Ruling Raises Hopes for Erievue Start," *The Plain Dealer*, 6 November 1962, p. 1; "U. S. Court Weighs Appeal on Erievue," *The Plain Dealer*, 29 November 1962, p. 9; Fred Mollenkopf and James M. Naughton, "Two Vocal Erievue Critics Still Fight It as 'Blunder,'" *The Plain Dealer*, 18 December 1963, p. 7.

<sup>49</sup> "Erievue Plaza," *The Cleveland Press*, special supplement, 8 June 1964, p. 12; Donald Sabath, "Erievue Dedication – Wind and Rain Mar Gala Social Event," *The Plain Dealer*, 21 October 1964, p. 1.

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chandeliers and grillwork, and fine leather furniture.”<sup>50</sup> The flooring was terrazzo, with “deep-pile charcoal carpeting” in office and seating areas (Figure 18). The bank originally included a decorative wall mural designed by Rambusch, a leading New York firm of decorators, craftsmen, and lighting specialists. Entitled “Communications,” the work included stylized representations of objects illustrating concepts such as broadcasting, power transmission, navigation, aviation, satellites, automobiles, and trains.<sup>51</sup> The art is no longer in the space. The terrazzo floor, white marble wall panels, and floor-to-ceiling windows remain.

For dining options, one of Cleveland’s leading restaurateur families, the Stouffers, agreed to operate the two restaurants in the skyscraper, a casual breakfast/lunch restaurant in the concourse below the lobby, and an elegant restaurant for corporate clientele and special occasion destination at the top of the building with dramatic views of downtown Cleveland, the port, Burke lakefront airport, and Lake Erie from the 38<sup>th</sup> floor.<sup>52</sup> The spaces were planned by Stouffer’s in-house architecture and decorating department, headed by Edward Brimm.

Inspired by the port of Cleveland and the ships that called from around the world through the newly opened St. Lawrence Seaway, the 225-seat Top of The Town Restaurant featured design themes from around the world. The carpet design was inspired by a drawing of an old Norwegian wood carving. The northeast section of the restaurant featured the British Isles, with stone walls recalling a Scottish castle, a large, wood-burning fireplace, leaded glass panels outlining the large plate glass windows, and wing chairs covered in Scotch plaid. The décor included antique metal shields and old wooden crests and plaques. The northwest section was inspired by Tivoli gardens in Copenhagen. White wooden posts, framing, and trellises, with a red canvas ceiling and marble flooring, created an octagonal pavilion. In the center of the space, a banquette surrounded a raised bed of blooming flowers, topped with an 11-foot tall crystal chandelier intended to simulate a fountain when lit (Figure 19). The area with a view directly north was a blend of northern European and 19<sup>th</sup> century French décor, using traditional colors, fabrics, and accessories and accented with fabric wall covering. Another section for dining and cocktails invoked the island of Capri off Italy and other southern European ports. The bar area featured Scandinavian décor and Swedish lighted cabinets holding colorful displays of cargoes from around the world.<sup>53</sup> After the restaurant closed in 1995, the entire restaurant area was renovated into office space and none of the original design remains.

<sup>50</sup> Western Reserve Historical Society, Ameritrust Corporation records, MS 4750, Series IX, Sub-series D, box 135, folder 1641, press release and brochure.

<sup>51</sup> Western Reserve Historical Society, Ameritrust Corporation records, letter and diagram from Harold W. Rambusch to Clifford A. Downheimer at Cleveland Trust Company, dated June 1, 1964.

<sup>52</sup> The space also included a private dining room (no longer existing) for the Clevelander Club, an exclusive men’s luncheon and dinner club. During this time period, Stouffer’s operated restaurants at the top of skyscrapers in a number of cities, with their names all being variations of the phrase “Top of the . . . .” In Cleveland, the restaurant was named Top of the Town. Stouffer’s is no longer in the restaurant business, focusing instead on its well-known frozen foods. In 1963, Stouffer’s asked the public to help name the 38<sup>th</sup> floor restaurant, and two hundred replies suggested “Top of the Town.” See Cecil Relihan, “New Stouffer Restaurant Will Be Tops,” *The Plain Dealer*, 16 August 1964, p. 296.

<sup>53</sup> “Erievue Tower to Be Dining Spot,” *The Plain Dealer*, 11 October 1962, p. 1; “Stouffer’s to Feature Old World Décor,” in “Erievue Plaza,” *The Cleveland Press*, special supplement, 8 June 1964, p. 10; Cecil Relihan, “New Stouffer Restaurant Will Be Tops,” *The Plain Dealer*, 16 August 1964, p. 296; Donald Sabath, “38<sup>th</sup> Floor Stouffer’s – City is Spectacular From Top of Town,” *The Plain Dealer*, 23 October 1964, p. 20.

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The lower concourse restaurant, Plaza Cantina, along with the cocktail lounge El Bar, was designed to resemble an old Spanish kitchen (Figure 20). The décor included old Spanish plates, antique lanterns, a century old ceramic tree-of-life, and a paneled door from Seville, Spain. The 350-seat restaurant was a buffet, with food service separated into sections to minimize customer waiting time.<sup>54</sup> The restaurant space remains, although altered.

### Evolution of the Erievue Area

Although the overall Erievue area took longer to develop than the plan envisioned<sup>55</sup> and some parcels did change in terms of land use or building scale, the plan was a success and Erievue Tower was the catalyst. The 96-acre Erievue I area was substantially completed by the early 1980s.<sup>56</sup> Pei's 1960 plan was the impetus for the expansion of the central business district to the north and east. It created a new financial and office corridor for downtown Cleveland, anchored along East 9<sup>th</sup> Street and encompassing eight million square feet of office space with a construction value of \$1.6 billion in 2015 dollars. It also resulted in the construction of two hotels and an enclave of almost 1,900 apartments in four buildings in the vicinity of East 12<sup>th</sup> Street.

East 9<sup>th</sup> Street developed more densely than in Pei's plan, which recommended office and retail buildings in the height range of five to eight stories, plus a 30-story apartment building (Figure 5). The demand for office space in the re-development area went vertical; as constructed, office buildings on the west side of East 9<sup>th</sup> Street (north to south) were the Celebreeze Federal Building (1967, 31 stories, Outcault, Guenther, Rode & Bonebrake, Schafer, Flynn & van Dijk, and Dalton, Dalton, Little, and Newport), Bond Court (1971, 20 stories, Skidmore, Owings & Merrill), and One Erievue Plaza (aka Cuyahoga Savings, 1965, 15 stories, Schafer, Flynn & van Dijk). Office buildings constructed on the east side of East 9<sup>th</sup> Street (north to south) were Ohio Bell Telephone (1983, 16 stories, Dalton Dalton Newport and Madison & Madison International), One Cleveland Center (1983, 31 stories, Hugh Stubbins & Associates, built on the site of Pei's proposed 30-story apartment building), and Ohio Savings Plaza (aka Investment Plaza, 1969, 17 stories, George S. Rider Co.).

The apartment buildings constructed in the vicinity of East 12<sup>th</sup> and 13<sup>th</sup> Streets, between Chester and Superior Avenues, developed in accordance with Pei's plan: Chesterfield Apartments (1965, 20 stories, 407 units, Charles Luckman), Bohn Tower (aka Rockwell Towers, 1972, 22 stories, 264 units, Dorsky Hodgson & Partners), Park Centre (aka Park Central, 1973, 22 stories, 997 units, Dalton Dalton Little Newport), and Parkview Apartments (conversion of Hotel Manger, originally Allerton Hotel, built 1926, converted 1972, 18 stories, 199 units).

The 63-acre Erievue II area, primarily east of East 13<sup>th</sup> Street eastward to East 17<sup>th</sup> Street, resulted in only isolated projects. In the late 1980s the City of Cleveland determined that a

<sup>54</sup> "Stouffer's to Feature Old World Décor," in "Erievue Plaza," *The Cleveland Press*, special supplement, 8 June 1964, p. 10.

<sup>55</sup> Donald Sabath, "Erievue Building Tops \$150 Million," *The Plain Dealer*, 29 July 1969, p. 1.

<sup>56</sup> The Cleveland Chapter, American Institute of Architects, *Guide to Cleveland Architecture*, 1991, p. 36, noted that "the district [Erievue I] developed gradually and was substantially completed in the mid-1980's."

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different development model, named Neighborhood Development Program (NDP), would be implemented. The NDP allowed small areas of land to be redeveloped, instead of requiring the creation of large, consolidated parcels of cleared land.

Pei's plan referred to the tower as "the dominating structure and focal point of the entire plan. . . [as] its forty-story profile thrusts high above the skyline, a dramatic landmark for the city."<sup>57</sup> The plan further noted that the tower "stands at the hub of an entire downtown redevelopment project designed to . . . heighten its importance."<sup>58</sup> Media coverage reinforced the image of Erievew Tower as a centerpiece, with *Architectural Forum* observing before the tower's completion that "Cleveland's Erievew project illustrates one key to unlocking downtown renewal; build something dramatic first to generate excitement – and investment."<sup>59</sup>

The tower was a prime address for corporate headquarter offices, including Ohio Bell Telephone Company as the lead tenant, plus Alcan Aluminum Corporation, Eaton Manufacturing Company, M. A. Hanna Company, United States Steel Corporation, and White Motor Corporation.<sup>60</sup> Cleveland Trust, one of the city's oldest banks, opened the largest branch in its network on the ground floor. In addition, one of Cleveland's leading restaurateur families, the Stouffers, provided dining options for those working in the skyscraper or admiring the cityscape.

Erievew Tower became a landmark a half-mile to the northeast of Cleveland's historic central business district and was the impetus for where all new high-rise office development occurred for the next two decades (Figure 21). Within a decade of the 1963 groundbreaking of the tower, \$150 million of construction had occurred within the Erievew boundary (about \$900 million in 2015 dollars). This total included nine office buildings with about 3.7 million square feet: Erievew Tower (1964), One Erievew Plaza (aka Cuyahoga Savings, 1965), Ohio Bell Erievew Annex (aka 75 Erievew Plaza, 1968, 7 stories, William Dorsky & Associates), Celebreeze Federal Building (1967), Ohio Savings Plaza (aka Investment Plaza, 1969), Bond Court (1971), City of Cleveland Public Utilities Building (1971, 5 stories, Thomas T. K. Zung), Plaza Nine (aka 55 Erievew Plaza, 1971, 7 stories, William Dorsky & Associates), and Diamond Shamrock (1972, 22 stories, Skidmore Owings & Merrill); three apartment buildings: Chesterfield Apartments (1965), Bohn Tower (aka Rockwell Towers, 1972), and Park Centre (aka Park Central, 1973); two hotels: Bond Court (1973, 22 stories, Bialosky & Manders), and Holiday Inn-Lakeside (1974, 17 stories, William W. Bond & Associates); three parking garages: Erievew Plaza Garage, (1969), Union Commerce Parking Garage (1969), and Bond Court, (1973); one college building: St. John's College residence hall (1965, demolished, Stickle and Associates); one conversion of an existing hotel into apartments for the elderly: Parkview Apartments, converted 1972; one plaza: Erievew; and one city park: Chester Commons, now Perk Plaza, 1972, East 12<sup>th</sup> Street between Chester and Walnut Avenues (Figures 22, 23A, and

<sup>57</sup> I. M. Pei & Associates, *Erievew*, 1961, p. 8.

<sup>58</sup> I. M. Pei & Associates, *Erievew*, 1961, p. 8.

<sup>59</sup> David Carlson, "Downtown's Dramatic Comeback," *Architectural Forum*, February 1964, p. 100.

<sup>60</sup> Marcus Gleisser, "Tenants Start Big Move to Erievew," *The Plain Dealer*, 16 August 1964, p. 288; The corporation list was also gathered from references scattered through the *Encyclopedia of Cleveland History*, <http://ech.case.edu/index.html>, accessed 6 August 2016.

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23B).<sup>61</sup> One additional office building abutted the Erievue I area boundary: Central National Bank, southwest corner East 9<sup>th</sup> Street and Superior Avenue (1969, 23 stories, Charles Luckman Associates).

As the buildings associated with the Erievue plan were built and completed in the early 1970s, real estate development came to a halt for some time due to the severe 1973-75 recession. During that recession, the worst since World War II, the Dow Jones Industrial Average declined by more than 25%, inflation rose above 12% on an annualized basis, unemployment increased from 5% to almost 9%, and the prime interest rate increased to about 12%.

When economic conditions returned to more normal levels in the late 1970s, planning for new development restarted and construction resumed through the 1980s when seven new office buildings costing \$338 million (about \$700 million in 2015 dollars) were constructed within or adjacent to the Erievue boundary totaling about 3.7 million square feet of space. The total included four large office buildings on East 9<sup>th</sup> Street in proximity to Erievue Tower: One Cleveland Center (1983), Ohio Bell Telephone (1983) (Figure 24), and the joined North Point I (1985, 7 stories, Dalton Dalton Newport), and North Point II (1990, 20 stories, Payton Architects); two office buildings at the northwest and northeast corners of Superior Avenue and East 12<sup>th</sup> Street: Eaton Center (1983, 28 stories, Skidmore Owings & Merrill) and First Federal Savings Bank (1987, 7 stories, Richard L. Bowen & Associates). One office building was adjacent to the Erievue I area boundary: National City Center, northwest corner of East 9<sup>th</sup> Street and Euclid Avenue (1980, 35 stories, Skidmore Owings & Merrill).

One additional change during the 1980s was the construction of the Galleria at Erievue, which replaced the approximately four-acre original plaza situated west of Erievue Tower. The Galleria, a two-level, glass and stone retail and restaurant addition that connected to the west side of the tower lobby was designed by Kober/Belluschi Associates of Chicago (Figure 25).

A number of factors contributed to the decision to replace the original open-air plaza with the Galleria, including poor plaza maintenance, challenging weather conditions at the site, increasing real estate values, and changing retail trends that prompted development of retail properties in urban centers. The Erievue Tower developers, Galbreath-Ruffin, owned the plaza and paid for the initial improvements, but apparently did not place a high priority on maintenance. For example, public criticisms were being made about the fountains not working properly within three to four years of the plaza's opening.<sup>62</sup> In addition, Galbreath-Ruffin did not involve themselves with the ice skating rink, instead leasing operation and maintenance to the City of Cleveland. The original plaza design illustrated a reflecting pool for its entire length, convertible to an ice skating rink in the winter. As built, the ice rink was limited to a much smaller area 80 feet by 80 feet. The rink opened in December 1965 amid questions about whether downtown ice skating would be popular and whether the windy site conditions would deter skating.<sup>63</sup>

<sup>61</sup> Donald Sabath, "Erievue Building Tops \$150 Million," *The Plain Dealer*, 29 July 1969, p. 1. The article outlines about \$68.5 million in projects underway. To that total must be added already completed projects, plus several that occurred in the early 1970s.

<sup>62</sup> Letter to the Editor, *The Plain Dealer*, 15 October 1968, p. 21.

<sup>63</sup> George E. Condon, "Season for a Gay Blade," *The Plain Dealer*, 15 December 1965, p. 102.

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The ice rink was a success initially, but saw significant decline in evening and weekend use after several years. Erievew and other municipal ice skating venues did not open in late 1970 due to City budget constraints and remained closed until January 1973.<sup>64</sup> A Galbreath-Ruffin official stated: “Well, we put in all the equipment for that. It’s up to the city to make use of it all.”<sup>65</sup> The rink functioned for several more seasons, but in late 1976 the City prioritized neighborhood ice skating and sledding locations and did not open Erievew due to “the high cost of [operations and] maintenance, the stiff breezes off Lake Erie and low attendance.”<sup>66</sup>

Harsh winter weather conditions, localized at the plaza, also contributed to a negative public perception about the overall space. The prevailing northwest winter winds blowing unimpeded onshore from Lake Erie even affected ice skating. In 1975 City officials tried to improve conditions for ice skaters by erecting wooden walls around the rink, but with little success. Cleveland’s Recreation Director noted that just a few skaters appeared during lunch hour, and “those big, expensive lights were turned on [in the evening], but nobody was skating.”<sup>67</sup> The issues with the pedestrian environment on the plaza were summarized by Hunter Morrison, Cleveland City Planning Director beginning in the early 1980s: “ ‘It’s fairly clear to me little consideration was given to wind at Erievew Plaza. Otherwise, the vast open spaces wouldn’t have been allowed to take place. But the science of the study of the effects of wind on buildings – how you get downdrafts and all that – came after Erievew Plaza was built. The reigning style of architecture at the time was large buildings in vast plazas. You see the same thing in city hall plaza in Boston. It looks pretty on the architectural plans, but it’s a dreadful thing to walk across in the winter. . . . So we weren’t the only city to fall victim to this.’ ”<sup>68</sup>

Amid declining public satisfaction with the plaza as an open space, the real estate market changed in proximity to the plaza. In addition to the existing office space, a series of tall office buildings were constructed in the East 9<sup>th</sup> Street corridor within a few minutes walk of the plaza, bringing many more employees to the vicinity: National City Center (1980), Eaton Center (1983), Ohio Bell Telephone (1983), One Cleveland Center (1983), North Point I (1985), and First Federal Savings Bank (1987). Plain Dealer architecture critic Wilma Salisbury noted that “with the development of E. 9<sup>th</sup> Street as a densely lined corridor of tall office buildings, the . . . plaza became a piece of private real estate too valuable to waste on unused open space.”<sup>69</sup>

The 1980s were also a time when developers of suburban shopping malls and centers started to seek opportunities in downtowns. Cleveland-based retail developer Jacobs, Visconsi & Jacobs (JVJ), the fourth-largest manager of shopping centers nationwide at the time, noted that the firm had been considering ideas for five years for the plaza site prior to their April 1986 announcement of the purchase of Erievew Tower and adjacent plaza in order to build 125,000 square feet of leasable space featuring specialty retail and restaurants in a building totaling

<sup>64</sup> “Erievew Ice Rink May Be Reopened,” *The Plain Dealer*, 7 January 1973, p. 176.

<sup>65</sup> George Barmann, “Builder John Galbreath: ‘Erievew Needs Just a Little Push,’ ” *The Plain Dealer*, 14 December 1972, p. 22.

<sup>66</sup> Richard C. Widman, “City budget, not ice puts skids on skating,” *The Plain Dealer*, 27 December 1976, p. 49.

<sup>67</sup> Widman, “City budget,” p. 49.

<sup>68</sup> Karen R. Long, “Tunnel Vision – Old Man Winter gets 2<sup>nd</sup> wind from city layout,” *The Plain Dealer*, 14 January 1986, p. 28.

<sup>69</sup> Wilma Salisbury, “The Galleria: Filling in an Erievew Gap,” *The Plain Dealer Magazine*, 6 July 1986, p. 16.

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200,000 square feet in size.<sup>70</sup> A company official commented that with the revival of downtowns nationwide and an abundance of malls in many suburbs, JVJ was taking a close look at urban projects: “We see the need for downtown retailing like the Galleria all over the country.”<sup>71</sup> The Galleria opened in October 1987.

During the past several decades, the East 9<sup>th</sup> Street corridor has remained a vibrant office and financial center, now rebranded as the Nine-Twelve District – for East 9<sup>th</sup> and East 12<sup>th</sup> Streets. Erievew Tower has remained an office building, although the Top of the Town restaurant closed in 1995. Shifting retail trends caused The Galleria to close as an upscale, destination shopping mall within fifteen years of its opening, although it has been revitalized with limited retail and service-oriented businesses, restaurants, and for its major tenant, a new downtown YMCA branch to serve office workers and a growing residential population in downtown Cleveland. It also functions as a special event space.

### **Architect – Harrison & Abramovitz**

Wallace K. Harrison (1895-1981) was an American modernist architect, born in Worcester, Massachusetts. The son of a foundry superintendent, he dropped out of high school to work as an office boy with a local building contractor, and became so interested in drafting and design that he started taking courses at the Worcester Polytechnic Institute. Harrison's training was traditional. He began his career as a draftsman in the New York offices of McKim, Mead & White in 1915, studied at the Ecole des Beaux-Arts in Paris after World War I, and returned to New York to work for Bertram Goodhue.

While in the McKim office, Harrison studied with Harvey Wiley Corbett, a distinguished designer, and after his work in the office of Goodhue, Corbett invited Harrison to become his partner. Corbett, Harrison & MacMurray was invited to join other architects for the planning and design of Rockefeller Center - the 1930s complex often considered the nation's finest example of downtown multi-use skyscraper design. Harrison's influential role in the project brought him into contact with Nelson A. Rockefeller, which led to a long association that brought Harrison commissions ranging from houses for the Rockefeller family to large civic projects such as the 1960s/1970s Empire State Plaza in Albany, constructed during Rockefeller's tenure as governor.

Harrison formed the partnership for which he was best known, Harrison & Abramovitz, in 1940. Mr. Harrison met Mr. Abramovitz in the 1930s, invited him to join his staff and made him a partner in 1940. Harrison & Abramovitz, with headquarters in Rockefeller Center, became one of the nation's most successful corporate architecture firms, with a staff of more than 200 in the mid-1960s. The firm built a number of important Mid-town Manhattan skyscrapers, including the Socony-Mobil Building (1956), Corning Glass (1959), Time & Life (1959), McGraw-Hill (1969), Exxon (1972), and Celanese Building (1973). Harrison served as director of planning for the United Nations headquarters, leading a team of architects in creating the complex on the East

<sup>70</sup> Delinda Karle, “A new ‘View’ – Downtown mall is a tall order,” The Plain Dealer, 1 April 1986, p. 33.

<sup>71</sup> Karle, “A new ‘View,’ ” p. 34.



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River. He was also a leader in the overall design of Lincoln Center, as well as the architect of the Metropolitan Opera House (1966). Harrison was also involved in both New York World's Fairs, designing the Trylon and Perisphere (1939 Fair) and the Hall of Science (1964 Fair). He also designed the main terminal building (Terminal B, 1964) and control tower (1964) for La Guardia Airport.

Harrison retired from the successor firm, Abramovitz, Harris & Kingsland, in 1979. He won numerous awards, including the New York Architectural League's Gold Medal (1936) and the American Institute of Architect's Gold Medal (1967).<sup>72</sup>

Max Abramovitz (1908-2004) was born in Chicago and received his early training there, but it was in New York City, in a long partnership with Wallace K. Harrison, that he made a significant contribution to postwar modernist architecture. Abramovitz graduated from the University of Illinois at Urbana-Champaign School of Architecture (1929) and received a master's degree from Columbia University's architecture school (1931). He studied at the Ecole des Beaux-Arts in Paris (1932-34) and returned to the U.S. to become an associate in the firm Harrison & Fouilhoux (1935-1941), where he worked on the firm's buildings at the 1939 New York City World's Fair. In 1941 he became a partner in Harrison, Fouilhoux & Abramovitz, which a few years later became Harrison & Abramovitz (1945-1976). After Harrison's retirement, Abramovitz went on to lead Abramovitz-Harris-Kingsland (1976-1985) and Abramovitz-Kingsland-Schiff (1985-1992). His awards include the National Academy of Design's Gold Medal (1975) and a Lifetime Achievement award from the New York Society of Architects (1987).

Abramovitz worked on a large variety of projects in his career, including several New York City skyscrapers, U.S. embassies in Rio de Janeiro (1952) and Havana (1952), Corning Glass Center (1953, Corning, New York), Central Intelligence Agency headquarters (1961, Langley, Virginia), and New York City's Philharmonic Hall (1962, later Avery Fisher Hall, now David Geffen Hall at Lincoln Center). He was also deputy director of planning for the United Nations complex, the campus master planner and architect for Brandeis University, and designer of various college campus buildings, including several at his alma mater, the University of Illinois at Urbana-Champaign (Assembly Hall (1963, now State Farm Center) and Krannert Center for the Performing Arts (1969)).

Over several decades, Abramovitz designed a number of tall office buildings located outside New York City. Both in partnership with Harrison, and as lead architect, these tall office buildings emphasized geometric forms with individualistic surface treatments executed in differing materials and colors.

In addition to Erievew Tower in Cleveland (Figure 26), he is credited with the design of Wachovia National Bank (1958, Charlotte, North Carolina), Phoenix Mutual Life Insurance

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<sup>72</sup> Paul Goldberger, "Wallace Harrison Dead at 86; Rockefeller Center Architect," *The New York Times*, 3 December 1981, p. 1; See also Wallace K. Harrison architectural drawings and papers, 1913-1986, Columbia University Libraries Archival Collection, Avery Architectural & Fine Arts Library, accessed July 24, 2016, [http://www.columbia.edu/cu/lweb/archival/collections/ldpd\\_3460617/](http://www.columbia.edu/cu/lweb/archival/collections/ldpd_3460617/)

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(1964, Hartford, Connecticut), Union Bank Square (1967, Los Angeles), Erie County Bank (1969, Buffalo, New York), Cincinnati Center (1969, Fountain Square, Cincinnati, Ohio), Fiberglas Tower (1970, Toledo, Ohio), Westinghouse Building (1970, Pittsburgh, Pennsylvania), United States Steel (1971, Pittsburgh, Pennsylvania), First National Bank building (1972, Louisville, Kentucky), Nationwide Insurance (1977, Columbus, Ohio), Mead Tower (1977, Dayton, Ohio), Dayton Power and Light (1977, Dayton, Ohio), Owens-Illinois world headquarters (1985, Toledo, Ohio), and American Electric Power (1990, Columbus, Ohio).<sup>73</sup>

### Developer – Galbreath-Ruffin Corporation

**John W. Galbreath** (1897-1988) made his fortune as a real estate developer, but also owned two Kentucky Derby winners during the 1960s and owned the Pittsburgh Pirates from 1946 to 1985, when the team won the World Series three times. Mr. Galbreath was born in Derby, Ohio, south of Columbus, the second youngest of six children of a farm family. He graduated from Mount Sterling High School and Ohio University. In 1920, he joined a college fraternity brother in the real estate business in Columbus. At age 27, he formed his own company and was earning more than \$25,000 a year when the real estate market collapsed in the 1929 economic crash.

During the 1930s, he developed a method to enable insurance companies, banks, and building and loan associations to remove foreclosed homes from their possession. He encouraged wealthy Columbus residents to use the properties they owned free and clear as collateral so Galbreath could buy packages of foreclosed properties, often 25 or 50 at a time. As the homes were resold, the investors were repaid – with a profit – and Galbreath collected a commission. During one year, Galbreath sold more than \$7 million worth of property, keeping a 5% commission. Galbreath replicated the strategy in Akron with 250 properties.

In 1940 he began buying company towns, renovating and reselling the houses. Galbreath's projects included the purchase of company towns at U.S. Steel's H.C. Frick Coke Company in Brownsville, Texas, along with similar locations in Alabama, Arizona, Nevada, New Mexico, New York, and Utah. The firm also built town sites for employees of companies, including Fairless Hills in Bucks County, Pennsylvania, where 2,000 homes, a shopping center, and other facilities were built to serve the employees of Fairless Works of U.S. Steel Corporation. A 700-unit town, Kearny, Arizona, was built to serve the employees of a new mining installation of Kennecott Copper Corporation. The Galbreath Company also built town sites in Minnesota to serve the taconite industry, in Ohio for a chemical plant and in Lorain, Ohio to serve adjacent industry.

Galbreath moved his operations to New York and began working with Peter B. Ruffin, who became Galbreath's partner in 1948. The Galbreath-Ruffin firm started to specialize in

<sup>73</sup> Randy Kennedy, "Max Abramovitz, 96, Architect of Avery Fisher Hall, Dies," *The New York Times*, 15 September, 2004, p. B8; See also the Inventory of the Max Abramovitz Architectural Records and Papers Collection, 1926-1995, Columbia University Libraries Archival Collection, Avery Architectural & Fine Arts Library, accessed July 24, 2016, <http://www.columbia.edu/cu/lweb/eresources/archives/avery/abramovitz/>. [For building completion dates for Abramovitz, see John Harwood and Janet Parks, \*The Troubled Search: The Work of Max Abramovitz\*, 2004.](#)

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developing office skyscrapers for corporate clients on a national basis. The build-and-lease operation utilized financing backed by long-term lease agreements with prospective tenants.

The Galbreath-Ruffin Corporation also developed Mei Foo Sun Chuen in Kowloon, Hong Kong (1968-78), one of the world's largest privately-financed residential condominium complexes. Built by Turner Construction, the development consists of 99 apartment buildings of 20-stories each, with additional low-rise retail and commercial buildings. The 40-acre project houses approximately 75,000 people. In 1986, *Forbes* magazine estimated the fortune of Galbreath and his son, Dan, at \$400 million.

Galbreath's passion was horse racing, which started in the 1930s. He bought Darby Dan Farm in Galloway, Ohio in 1935, and increased the estate to 4,000 acres. As chairman of the Greater New York Association in the early 1950s, he supervised the construction of the new Aqueduct racetrack and the rebuilding of Belmont Park. He also served as chairman of Churchill Downs. In addition to owning two Kentucky Derby winners, he won the 1972 Epsom Derby in England, becoming the first owner to win both races.<sup>74</sup>

**Peter B. Ruffin** (1904-1980), was a New York City-based real estate developer, whose "forte is renting space in office buildings, and renting it long before even a hat rack can be moved into the structure."<sup>75</sup> Ruffin, born in Roanoke, Virginia, graduated from the University of Virginia and in 1926 went to work in New York City for the real estate firm Brown, Harris, Stevens, specializing in business properties. In 1929 he was hired at Butler and Baldwin Realty Company and was a vice president when he enlisted in the Army in 1941. After his discharge he joined Bell Aircraft Corporation in Marietta, Georgia and later moved to Webb and Knapp, becoming a vice president in the prominent New York real estate development firm. In 1946 John Galbreath sought out Ruffin to open and be executive vice president for a New York office of John W. Galbreath and Company, Inc. The two men founded their partnership in 1948, and the Galbreath-Ruffin firm started to specialize in developing office skyscrapers for corporate clients. The build-and-lease operation utilized financing backed by long-term lease agreements with prospective tenants. Ruffin remained a partner in the company until his death in 1980.<sup>76</sup>

## Conclusion

Erievew Tower is eligible for listing in the National Register of Historic Places under Criteria A for the Area of Significance of Community Planning and Development, as well as under Criteria Consideration G, Properties That Have Achieved Significance Within the Past Fifty Years.

<sup>74</sup> "Erievew Plaza," *The Cleveland Press*, special supplement, 8 June 1964, p. 4; "John Galbreath, 90, a Sportsman And Real Estate Developer, Dies," *The New York Times*, 21 July 1988; Mei Foo Sun Chuen, <http://www.turnerconstruction.com/experience/project/1CD1/mei-foo-sun-chuen>, accessed July 31, 2016; Alan S. Oser, "Real Estate; Manhattan Developer's Headache's," *The New York Times*, 21 January 1981; "John Galbreath, former Bucs Owner," *Pittsburgh Post-Gazette*, 21 July 1988, p. 12.

<sup>75</sup> "Personality: Realtor Ruffin Sells – Sight Unseen," *The New York Times*, 26 January 1963, p. 9.

<sup>76</sup> "Erievew Plaza," *The Cleveland Press*, special supplement, 8 June 1964, p. 9; "Personality: Realtor Ruffin Sells – Sight Unseen," p. 9.

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Erievew Tower served as the signature building erected as part of the Erievew urban renewal plan, Cleveland's attempt at revitalization during the mid-20<sup>th</sup> century. Designed by the New York firm Harrison & Abramovitz and developed by the nationally known firm Galbreath-Ruffin Corporation, the 40-story Erievew Tower immediately became a premier corporate office location and landmark on the downtown skyline.

The commercial success of Erievew Tower and the vision it embodied made it the impetus for the corridor where all new high-rise office development in Cleveland's central business district occurred for the next twenty years. Although joined within the Erievew area boundary by more than two dozen commercial and residential housing developments with a construction value of more than \$1.5 billion in 2015 dollars, the American Institute of Architects considered Erievew Tower "the first and most significant structure erected as part of the Erievew urban renewal plan."<sup>77</sup>

This nomination also meets the standard for Criteria Consideration G, due to the exceptional importance of Erievew Tower to the urban renewal effort in Cleveland that significantly affected how the city developed in the 1960s and 1970s. The period of significance begins in 1964, the year Erievew Tower was completed. The period of significance ends in 1974, when the first wave of commercial and residential buildings constructed as a result of the Pei plan and the success of Erievew Tower came to a halt due to the onset of a severe economic recession.

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<sup>77</sup> The Cleveland Chapter, American Institute of Architects, *Guide to Cleveland Architecture*, 1991, p. 8.14.

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<https://www.census.gov/population/www/documentation/twps0027/tab19.txt>.  
<https://www.census.gov/population/www/documentation/twps0027/tab20.txt>.

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**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
- Local government
- University
- Other

Name of repository: Cleveland Public Library

**Historic Resources Survey Number (if assigned):** n/a

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### 10. Geographical Data

**Acreage of Property** 4.8 acres

Use either the UTM system or latitude/longitude coordinates

#### Latitude/Longitude Coordinates

Datum if other than WGS84: \_\_\_\_\_  
(enter coordinates to 6 decimal places)

1. Latitude: 41.504960 Longitude: -81.689390

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: 442520 Northing: 4594870

2. Zone: Easting: Northing:

3. Zone: Easting: Northing:

4. Zone: Easting: Northing:

#### Verbal Boundary Description (Describe the boundaries of the property.)

Beginning at the northwest corner of East 12<sup>th</sup> Street and St. Clair Avenue, thence westerly along the north curb right of way of St. Clair Avenue to East 9<sup>th</sup> Street, thence northerly along the east curb line right of way of East 9<sup>th</sup> Street to the former Hamilton Avenue, thence easterly along the south curb line right of way of the former Hamilton Avenue to East 12<sup>th</sup> Street, thence southerly along the west curb line right of way of East 12<sup>th</sup> Street to the place of beginning. (Figure 1)

#### Boundary Justification (Explain why the boundaries were selected.)

The boundary follows the historic property lines of the parcel delineated by I. M. Pei & Associates in the Erievue urban renewal area master plan.

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### 11. Form Prepared By

name/title: Heather Rudge, Historic Preservation Consultant (Richard Sicha & Marcia Moll, Consultants, S of S)

organization: Historic Preservation Group, LLC

street & number: 2425 W. 11<sup>th</sup> Street, Suite 4

city or town: Cleveland state: OH zip code: 44113

e-mail heather@hpgroup-llc.com

telephone: 216-302-3510

date: July 19, 2017

### 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: Erievew Tower

City or Vicinity: Cleveland

County: Cuyahoga

State: OH

Photographer: Heather Rudge

Date Photographed: Summer 2016, Winter 2017

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

Photograph 1 of 40

Description: East (front) and south elevations from East 12<sup>th</sup> St.

Camera Direction: Northwest



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Name of Property

Photograph 2 of 40

Description: East (front) and south elevations from East 12<sup>th</sup> St.

Camera Direction: Northwest

Photograph 3 of 40

Description: South and east (front) elevations from corner of St. Clair Ave. and East 12<sup>th</sup> St.

Camera Direction: Northwest

Photograph 4 of 40

Description: Detail of lower floors of north elevation along Erievew Plaza/Seltzer with the Galleria addition in the background.

Camera Direction: West

Photograph 5 of 40

Description: Detail of lower floors of east elevation along East 12<sup>th</sup> Street.

Camera Direction: south

Photograph 6 of 40

Description: Detail of public right-of-way of east elevation along East 12<sup>th</sup> Street.

Camera Direction: South

Photograph 7 of 40

Description: Base of east (front) elevation, circular drive and main building entrance.

Camera Direction: Southwest

Photograph 8 of 40

Description: Detail of east (front) elevation and main building entrance and canopy.

Camera Direction: West

Photograph 9 of 40

Description: Detail of east (front) elevation and main building entrance.

Camera Direction: Northwest

Photograph 10 of 40

Description: South elevation along St. Clair Ave.

Camera Direction: North

Photograph 11 of 40

Description: Detail of lower floors of south elevation along St. Clair Ave.

Camera Direction: North

Photograph 12 of 40

Description: West and south elevations along St. Clair Ave. with the Galleria addition in the foreground.

Camera Direction: Northeast

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Photograph 13 of 40

Description: West and south elevations of the Galleria addition from East 9<sup>th</sup> St. with west elevation of Erievew Tower in background.

Camera Direction: Northeast

Photograph 14 of 40

Description: West and south elevations of the Galleria addition from East 9<sup>th</sup> St. with west and south elevations of Erievew Tower in background.

Camera Direction: Northeast

Photograph 15 of 40

Description: West and south elevations of the Galleria addition from East 9<sup>th</sup> St. with west and south elevations of Erievew Tower in background.

Camera Direction: Northeast

Photograph 16 of 40

Description: Interior of Galleria addition.

Camera Direction: East

Photograph 17 of 40

Description: Galleria addition glass roof with Erievew Tower visible.

Camera Direction: East

Photograph 18 of 40

Description: Galleria addition toward Erievew Tower lobby entrance.

Camera Direction: East

Photograph 19 of 40

Description: Original escalator and stair to the parking garage.

Camera Direction: Northwest

Photograph 20 of 40

Description: Original escalator and stair to the parking garage; original marble on walls and terrazzo steps remain.

Camera Direction: North

Photograph 21 of 40

Description: Parking garage with escalator connection to lobby.

Camera Direction: West

Photograph 22 of 40

Description: Original escalator and stair to the parking garage; original marble on walls and terrazzo steps remain.

Camera Direction: South

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Photograph 23 of 40

Description: Lobby at the top of the parking garage escalator and stair; Erievew Tower lobby access through the added enclosure on the left; Galleria entrance to the right side.  
Camera Direction: South

Photograph 24 of 40

Description: Entrance lobby off east (front) elevation looking toward Galleria connection/entrance.  
Camera Direction: West

Photograph 25 of 40

Description: Entrance lobby off east (front) elevation looking south to former banking space; volume of space is the same but original finishes have been replaced.  
Camera Direction: South

Photograph 26 of 40

Description: Former banking space at southeast corner of building; volume of space is the same, original marble-clad columns and terrazzo floor remain but other original finishes have been replaced.  
Camera Direction: South

Photograph 27 of 40

Description: Entrance lobby off east (front) elevation looking north to former retail space; volume of space is the same but original finishes have been replaced.  
Camera Direction: North

Photograph 28 of 40

Description: South elevator core off entrance lobby.  
Camera Direction: West

Photograph 29 of 40

Description: Middle elevator core off entrance lobby.  
Camera Direction: West

Photograph 30 of 40

Description: Entrance lobby with view to second and third elevator lobbies and former retail space.  
Camera Direction: Northwest

Photograph 31 of 40

Description: Former retail space at northeast corner of building; volume of space is the same but other original finishes have been replaced.  
Camera Direction: North

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Photograph 32 of 40

Description: 23<sup>rd</sup> floor elevator lobby, original marble walls, stainless steel elevator doors and metal surrounds, with possibly original ceiling.

Camera Direction: East

Photograph 33 of 40

Description: 26<sup>th</sup> floor elevator lobby, original marble walls, stainless steel elevator doors and metal surrounds, with altered ceiling

Camera Direction: West

Photograph 34 of 40

Description: 29<sup>th</sup> floor elevator lobby, original marble walls, with altered elevator doors and surrounds and ceiling.

Camera Direction: West

Photograph 35 of 40

Description: 29<sup>th</sup> floor, open office space, typical.

Camera Direction: Southeast

Photograph 36 of 40

Description: 29<sup>th</sup> floor, open office space, typical

Camera Direction: Northeast

Photograph 37 of 40

Description: 36<sup>th</sup> floor elevator lobby, altered walls, elevator doors and surrounds, and ceiling.

Camera Direction: West

Photograph 38 of 40

Description: 36<sup>th</sup> floor, office space, typical.

Camera Direction: East

Photograph 39 of 40

Description: 36<sup>th</sup> floor, office space, typical.

Camera Direction: North

Photograph 40 of 40

Description: 36<sup>th</sup> floor, office space, typical.

Camera Direction: West

## Figure Log

FIGURE 1 – Location map.

Erievue Tower

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FIGURE 2 – Erievue plan area, rendering with downtown Cleveland, view looking north; I. M. Pei & Associates, *Erievue, Cleveland, Ohio: An Urban Renewal Plan for Downtown Cleveland*, 1961.

FIGURE 3 – Erievue plan area, site plan; I. M. Pei & Associates, *Erievue, Cleveland, Ohio: An Urban Renewal Plan for Downtown Cleveland*, 1961.

FIGURE 4 – Erievue plan area, aerial view, Erievue I area shown in dark orange, Erievue II area shown in light orange; I. M. Pei & Associates, *Erievue, Cleveland, Ohio: An Urban Renewal Plan for Downtown Cleveland*, 1961.

FIGURE 5 – Erievue plan area, existing land use; I. M. Pei & Associates, *Erievue, Cleveland, Ohio: An Urban Renewal Plan for Downtown Cleveland*, 1961.

FIGURE 6 – Erievue plan area, proposed land use; I. M. Pei & Associates, *Erievue, Cleveland, Ohio: An Urban Renewal Plan for Downtown Cleveland*, 1961.

FIGURE 7 – Erievue plan area, land disposition; I. M. Pei & Associates, *Erievue, Cleveland, Ohio: An Urban Renewal Plan for Downtown Cleveland*, 1961.

FIGURE 8 – Erievue Tower rendering, East 12<sup>th</sup> Street elevation, view looking northwest; *The Cleveland Press*, Special Supplement, June 8, 1964, Western Reserve Historical Society Library.

FIGURE 9 – Erievue Tower rendering, East 12<sup>th</sup> Street elevation, view looking northwest; *Erievue Plaza, A Galbreath-Ruffin Project*, c. 1962, promotional material, Western Reserve Historical Society Library.

FIGURE 10 – Erievue plan area rendering, view looking north; *Erievue Plaza, A Galbreath-Ruffin Project*, c. 1962, promotional material, Western Reserve Historical Society Library.

FIGURE 11 – Galbreath-Ruffin Corporation, Harrison & Abramovitz, and Turner Construction Co. office building projects; *Erievue Plaza, A Galbreath-Ruffin Project*, promotional material, Western Reserve Historical Society Library.

FIGURE 12 – Erievue Tower construction with project sign, October 16, 1963, view looking east; Photo 288-3, Cleveland Public Library Photograph Collection.

FIGURE 13 – Erievue Tower construction with building rubble, February 11, 1964, view looking southeast; Photo 370-1, Cleveland Public Library Photograph Collection.

FIGURE 14 – Erievue Tower construction with existing buildings in background, April 24, 1964, view looking southeast; Photo A27903, Cleveland Public Library Photograph Collection.

Erievue Tower

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FIGURE 15 – Erievue Tower construction with federal building construction in foreground and existing buildings in background, November 6, 1964, view looking southeast; Photo 370, Cleveland Public Library Photograph Collection.

FIGURE 16 – Erievue Tower opening night, October 21, 1964, view looking east into lobby; Photo 451-2, Cleveland Public Library Photograph Collection.

FIGURE 17 – Erievue Tower entrance lobby, west side, view looking north (note pair of escalators in northwest corner), *Architectural Record*, March, 1967.

FIGURE 18 – Cleveland Trust bank branch, Erievue Tower entrance lobby, 1964; Western Reserve Historical Society, AmeriTrust Corporation Photographs, PG 482, Series IV, Box 1, Folder 49.

FIGURE 19 – Stouffer's Top of the Town Restaurant, Tivoli Gardens dining room, November 2, 1964; private collection.

FIGURE 20 – Stouffer's Plaza Cantina Restaurant; *The Plain Dealer*, August 16, 1964, p. 296.

FIGURE 21 – Downtown Cleveland skyline, Erievue Tower far right, Terminal Tower far left; view looking north; *The Cleveland Press*, February 28, 1966, p. A10.

FIGURE 22 – Erievue Tower, East 12<sup>th</sup> Street elevation with adjacent new construction, August 19, 1968, looking southwest; Photo CPL002394, Cleveland Public Library Photograph Collection.

FIGURE 23A – Erievue I area, March 9, 1972, view looking west; private collection.

FIGURE 23B – Erievue I area, March 9, 1972, building key; private collection.

FIGURE 24 – Erievue Tower postcard, Ohio Bell Telephone (1983) to left of Erievue Tower, c. 1985, view looking northwest; The Cleveland Memory Project, Michael Schwartz Library, Cleveland State University, [www.clevelandmemory.org](http://www.clevelandmemory.org)

FIGURE 25 – Erievue Tower, Galleria, and skyscrapers in vicinity, aerial view, c. 2004; Bing Maps.

FIGURE 26 – Erievue Tower architects Max Abramovitz (left) and Wallace K. Harrison (right) with model of proposed Erievue Tower and adjacent buildings, October 27, 1961; Photo CPL 002456, Cleveland Public Library Photograph Collection.

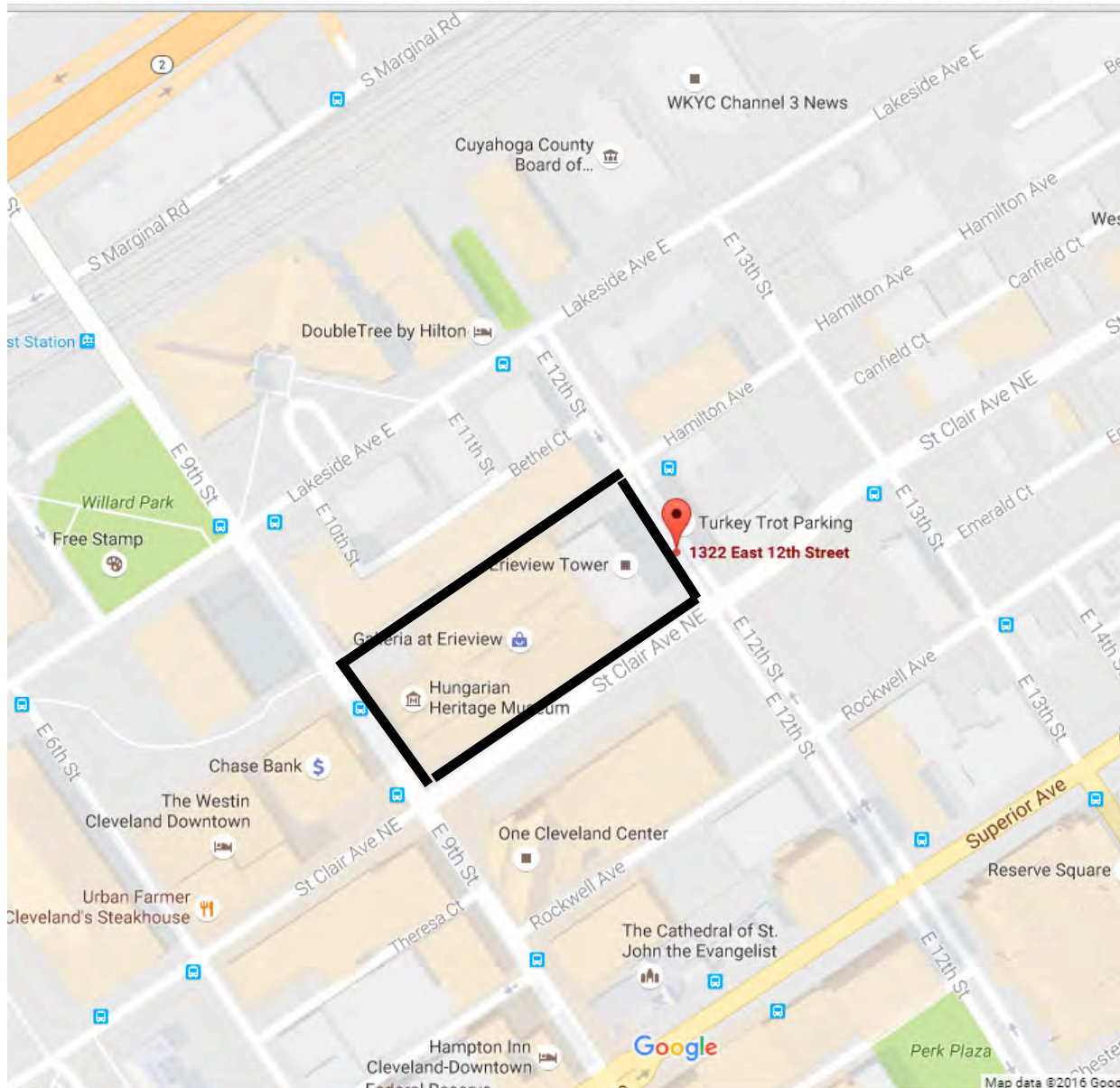
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Section number Figures Page 1

FIGURE 1: Site Map. Source: Google Maps - NR boundary indicated by black line  
<https://www.google.com/maps/place/1322+E+12th+St,+Cleveland,+OH+44114/@41.5054446,-81.6902145,17z/data=!3m1!4b1!4m5!3m4!1s0x8830fa7928b5aa01:0x88472a667b56788f!8m2!3d41.5054406!4d-81.6880258>



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Section number Figures Page 2

FIGURE 2 – Erievue plan area, rendering with downtown Cleveland, view looking north; I. M. Pei & Associates, *Erievue, Cleveland, Ohio: An Urban Renewal Plan for Downtown Cleveland*, 1961.





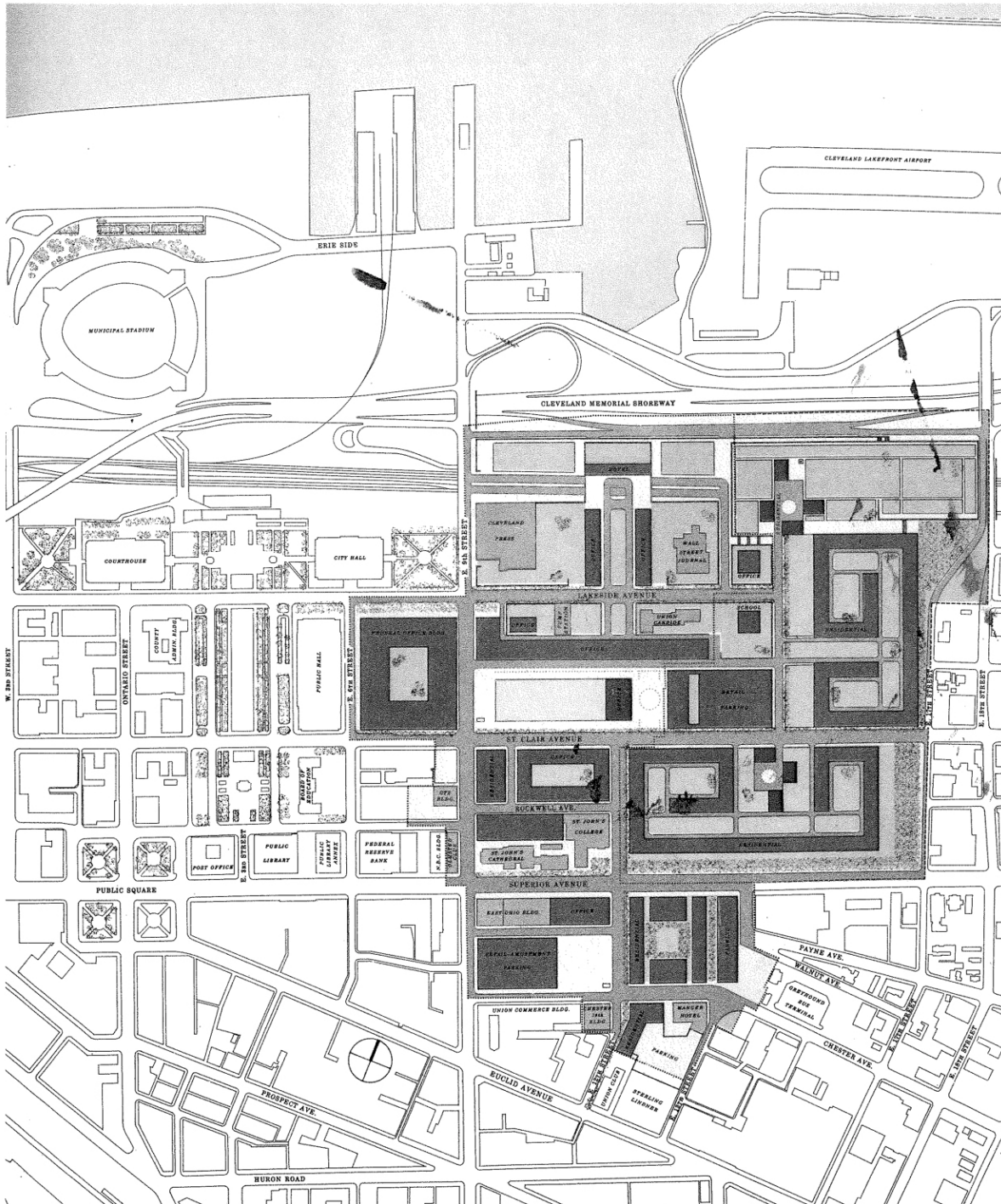
United States Department of the Interior  
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Section number Figures Page 3

FIGURE 3 – Erievue plan area, site plan; I. M. Pei & Associates, *Erievue, Cleveland, Ohio: An Urban Renewal Plan for Downtown Cleveland, 1961.*



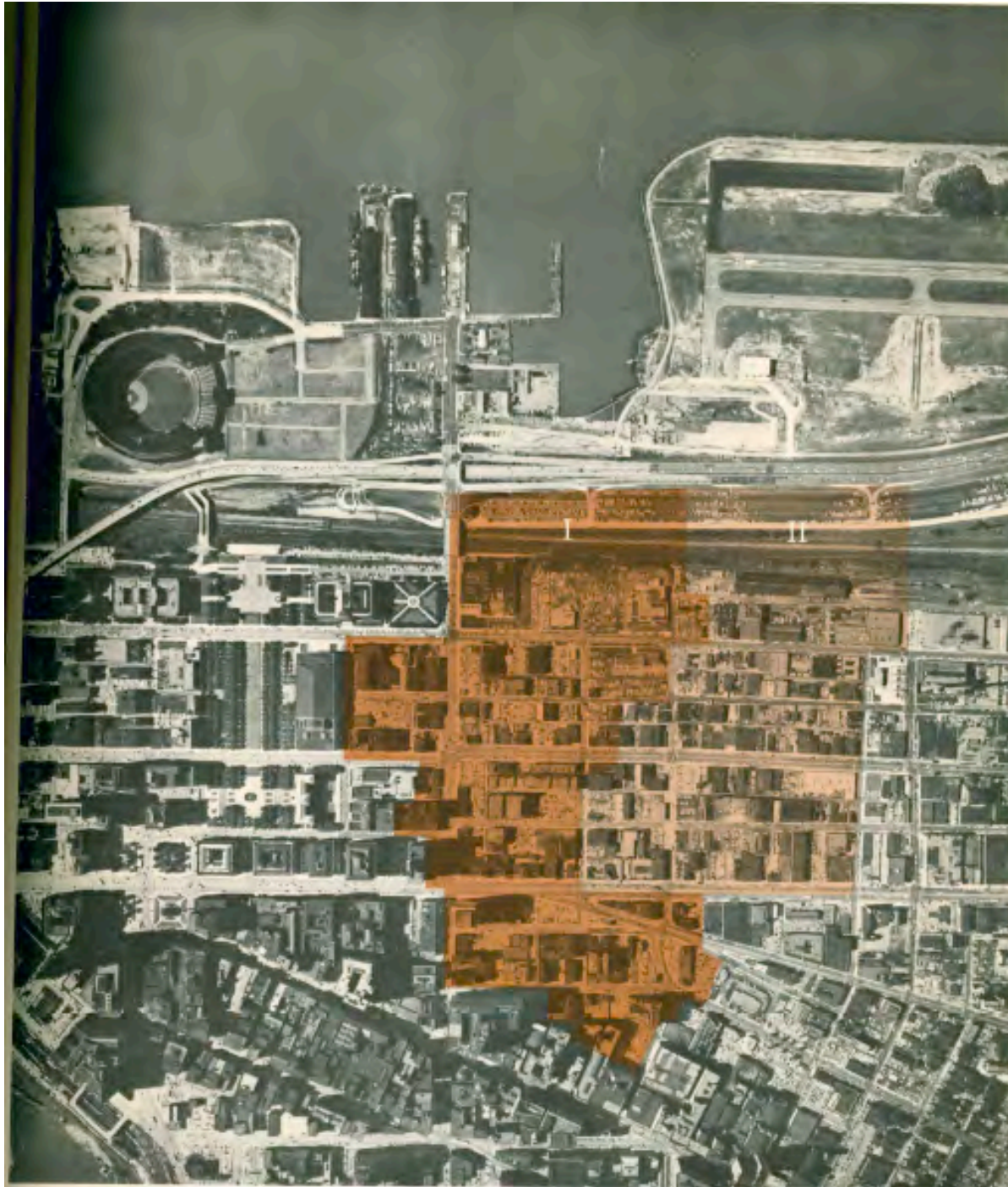
**United States Department of the Interior**  
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Section number Figures Page 4

FIGURE 4 – Erievue plan area, aerial view, Erievue I area shown in dark orange, Erievue II area shown in light orange; I. M. Pei & Associates, *Erievue, Cleveland, Ohio: An Urban Renewal Plan for Downtown Cleveland*, 1961.



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FIGURE 5 – Erievew plan area, existing land use; I. M. Pei & Associates, *Erievew, Cleveland, Ohio: An Urban Renewal Plan for Downtown Cleveland, 1961.*



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Section number Figures Page 6

FIGURE 6 – Erievue plan area, proposed land use; I. M. Pei & Associates, *Erievue, Cleveland, Ohio: An Urban Renewal Plan for Downtown Cleveland, 1961.*



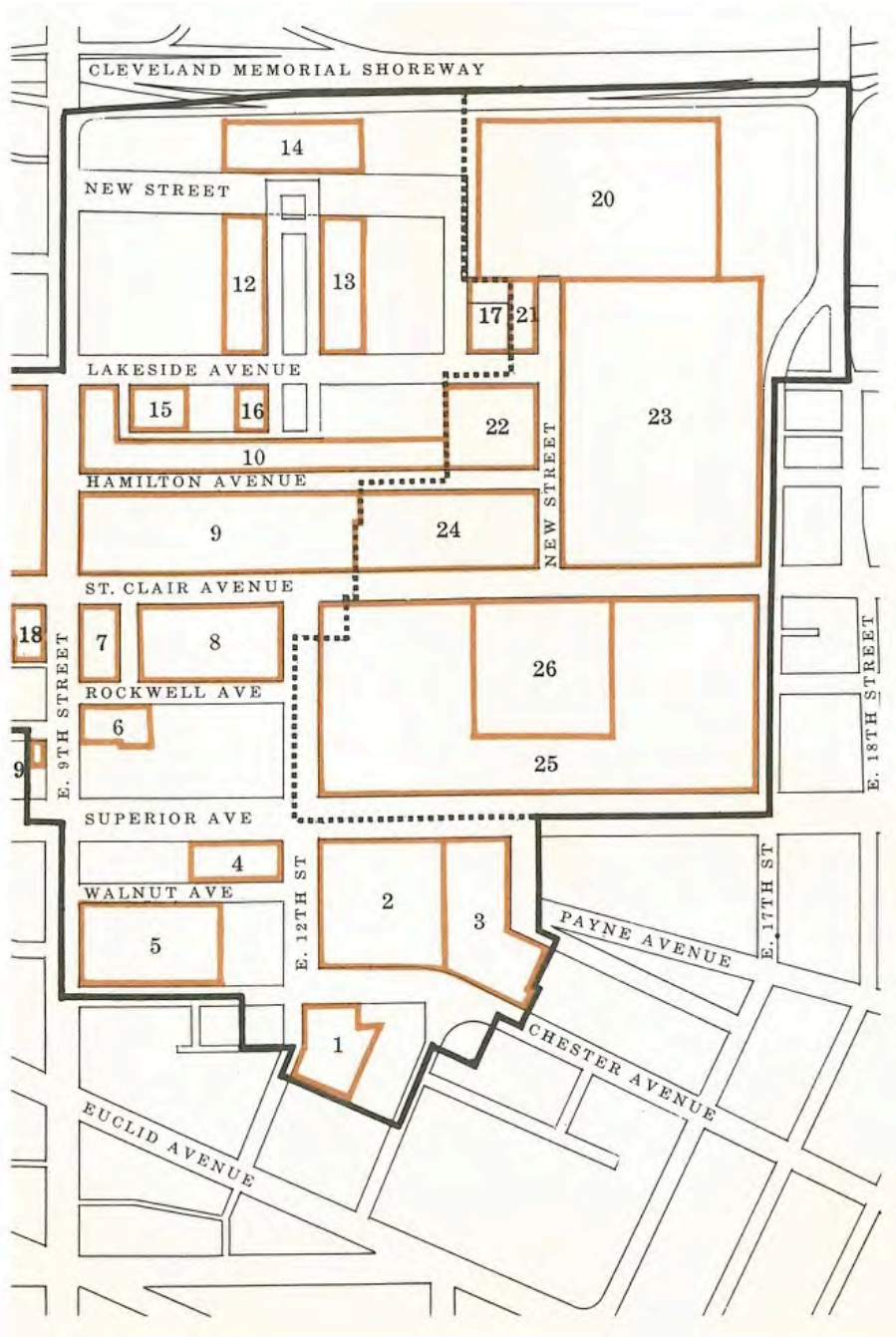
United States Department of the Interior  
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Section number Figures Page 7

FIGURE 7 – Erievue plan area, land disposition; I. M. Pei & Associates, *Erievue, Cleveland, Ohio: An Urban Renewal Plan for Downtown Cleveland*, 1961.



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FIGURE 8 – Erievue Tower rendering, East 12<sup>th</sup> Street elevation, view looking northwest; *The Cleveland Press*, Special Supplement, June 8, 1964, Western Reserve Historical Society Library.



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FIGURE 9 – Erievew Tower rendering, East 12<sup>th</sup> Street elevation, view looking northwest; *Erievew Plaza*, A Galbreath-Ruffin Project, c. 1962, promotional material, Western Reserve Historical Society Library.



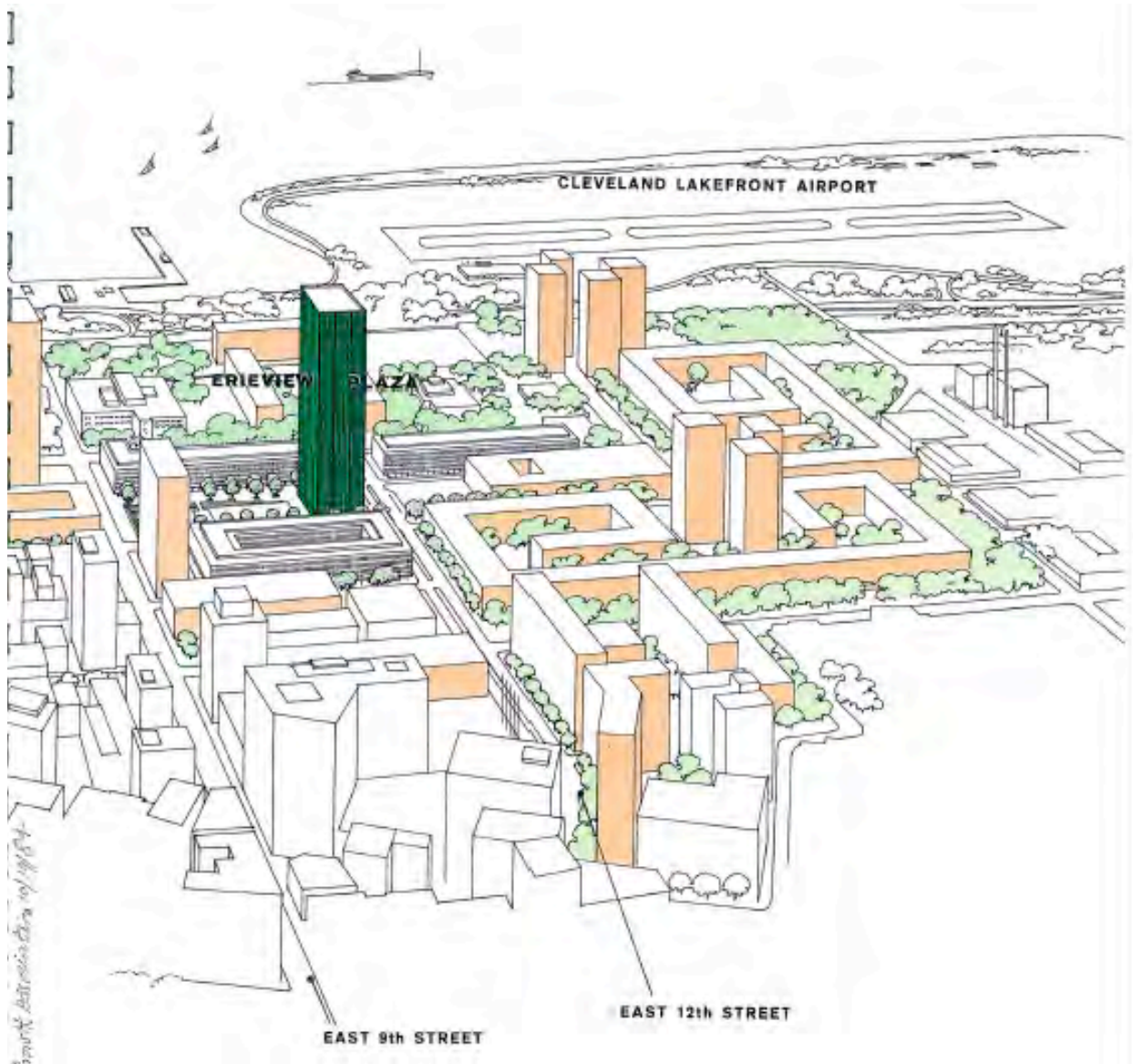
United States Department of the Interior  
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FIGURE 10 – Erievue plan area rendering, view looking north; *Erievue Plaza*, A Galbreath-Ruffin Project, c. 1962, promotional material, Western Reserve Historical Society Library.





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FIGURE 11 – Galbreath-Ruffin Corporation, Harrison & Abramovitz, and Turner Construction Co. office building projects; *Erievue Plaza*, A Galbreath-Ruffin Project, promotional material, Western Reserve Historical Society Library.

On this page are shown several of the more prominent projects undertaken by the owner-architect-builder team of Galbreath-Ruffin Corporation, Harrison & Abramovitz and Turner Construction Co.




633 THIRD AVENUE, New York City



SOCONY MOBIL BUILDING, New York City



MARINE PLAZA, Milwaukee



I.B.M. BUILDING, Boston



U.S. STEEL-MELLON BANK BUILDING, Pittsburgh

**OWNER:**  
Erievue Corporation

**ARCHITECT:**  
Harrison & Abramovitz

**BUILDER:**  
Turner Construction Company



A GALBREATH-RUFFIN PROJECT

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FIGURE 12 – Erievew Tower construction with project sign, October 16, 1963, view looking east; Photo 288-3, Cleveland Public Library Photograph Collection.



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FIGURE 13 – Erievew Tower construction with building rubble, February 11, 1964, view looking southeast; Photo 370-1, Cleveland Public Library Photograph Collection.



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FIGURE 14 – Erievue Tower construction with existing buildings in background, April 24, 1964, view looking southeast; Photo A27903, Cleveland Public Library Photograph Collection.



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FIGURE 15 – Erievew Tower construction with federal building construction in foreground and existing buildings in background, November 6, 1964, view looking southeast; Photo 370, Cleveland Public Library Photograph Collection.



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FIGURE 16 – Erievew Tower opening night, October 21, 1964, view looking east into lobby; Photo 451-2, Cleveland Public Library Photograph Collection.



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Section number Figures Page 17

FIGURE 17 – Erievew Tower entrance lobby, west side, view looking north (note pair of escalators in northwest corner), *Architectural Record*, March, 1967.



The lobby, shown above, is finished in black and white marble; has a gray terrazzo floor and acoustic plaster ceiling; has clear glazing held in polished stainless steel surrounds.

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Erievew Tower
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Section number Figures Page 18

FIGURE 18 – Cleveland Trust bank branch, Erievew Tower entrance lobby, 1964; Western Reserve Historical Society, AmeriTrust Corporation Photographs, PG 482, Series IV, Box 1, Folder 49.





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FIGURE 19 – Stouffer's Top of the Town Restaurant, Tivoli Gardens dining room, November 2, 1964; private collection.



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FIGURE 20 – Stouffer's Plaza Cantina Restaurant; *The Plain Dealer*, August 16, 1964, p. 296.



**INTERIOR DESIGNER.** Miss Betty Sherwood is shown with some of the Spanish accessories she will use in the new Stouffer restaurant and bar to be located in the concourse of Erievew Towers.

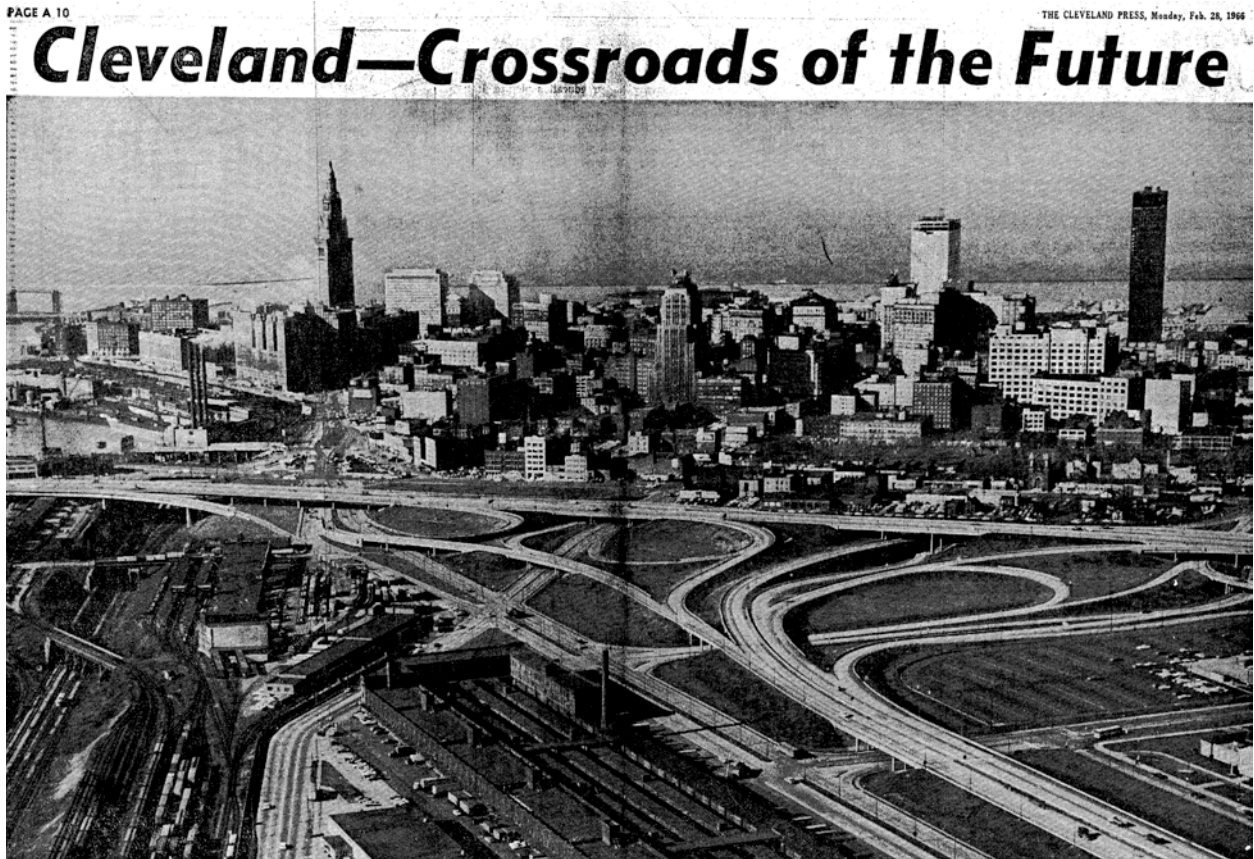
United States Department of the Interior  
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Erieview Tower
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Name of Property
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FIGURE 21 – Downtown Cleveland skyline, Erieview Tower far right, Terminal Tower far left; view looking north; *The Cleveland Press*, February 28, 1966, p. A10.



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FIGURE 22 – Erievew Tower, East 12<sup>th</sup> Street elevation with adjacent new construction, August 19, 1968, looking southwest; Photo CPL002394, Cleveland Public Library Photograph Collection.



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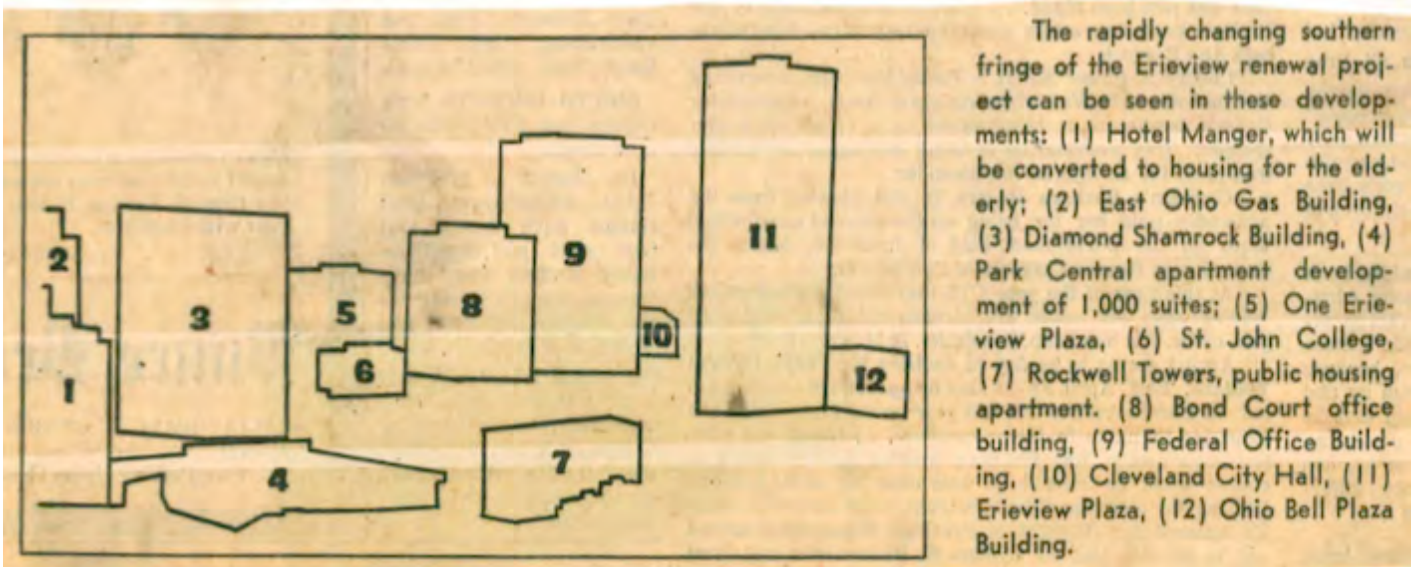
Erievue Tower
Name of Property
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n/a
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FIGURE 23A – Erievue I area, March 9, 1972, view looking west; private collection.



FIGURE 23B – Erievue I area, March 9, 1972, building key; private collection.



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FIGURE 24 – Erievew Tower postcard, Ohio Bell Telephone (1983) to left of Erievew Tower, c. 1985, view looking northwest; The Cleveland Memory Project, Michael Schwartz Library, Cleveland State University, [www.clevelandmemory.org](http://www.clevelandmemory.org)



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FIGURE 25 – Erievew Tower, Galleria, and skyscrapers in vicinity, aerial view, c. 2004; Bing Maps.



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FIGURE 26 – Erievew Tower architects Max Abramovitz (left) and Wallace K. Harrison (right) with model of proposed Erievew Tower and vicinity, October 27, 1961; Photo CPL 002456, Cleveland Public Library Photograph Collection.





E a s t 9 t h S t r e e t

E a s t 1 2 t h S t r e e t

S t . C l a i r A v e n u e



**ERIEVIEW TOWER**  
**CLEVELAND, OH** Cuyahoga County

**National Register Nomination**  
 Photo Key - NTS  
 Summer 2016

**PHOTO KEY**  
 (X) Photo Numbering

HP Group, LLC  
 2425 West 11th Street, Suite 4  
 Cleveland, OH 44113

### Galleria at Erieview & Erieview Tower Site Plan

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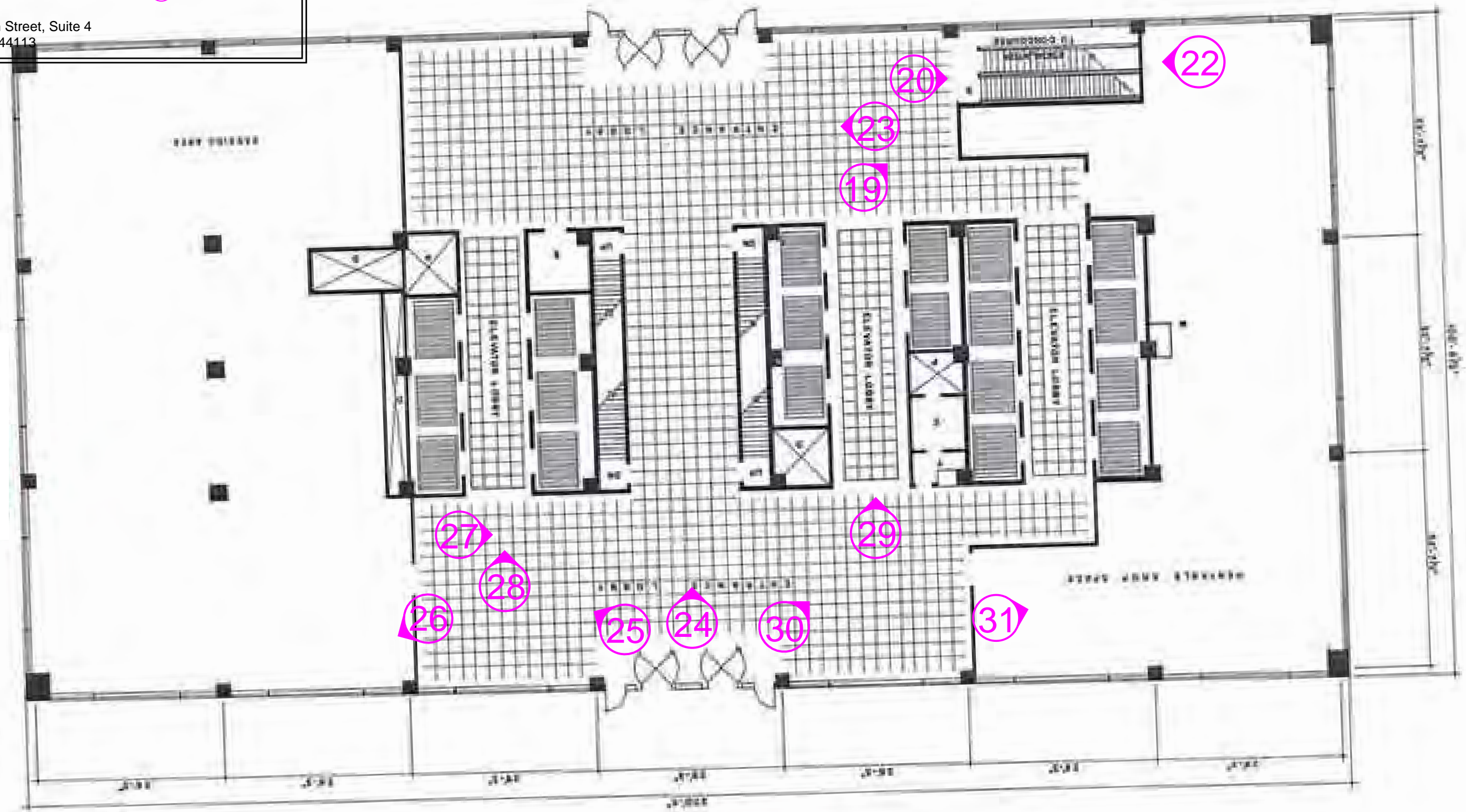
**ERIEVIEW TOWER**  
**CLEVELAND, OH** Cuyahoga County

National Register Nomination  
Photo Key - NTS  
Summer 2016

**PHOTO KEY**

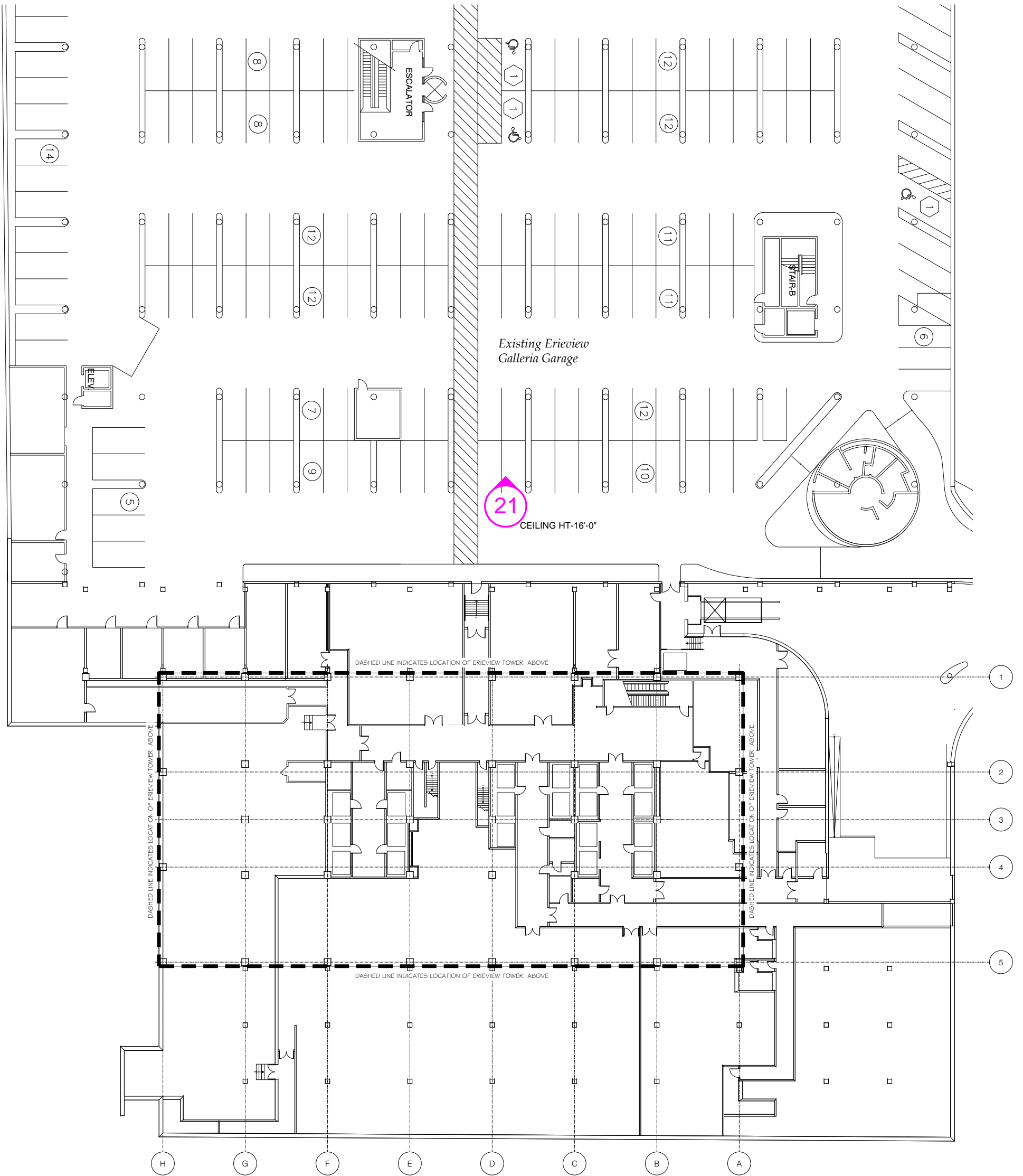
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HP Group, LLC  
2425 West 11th Street, Suite 4  
Cleveland, OH 44113



Erievue Tower Ground Floor Plan

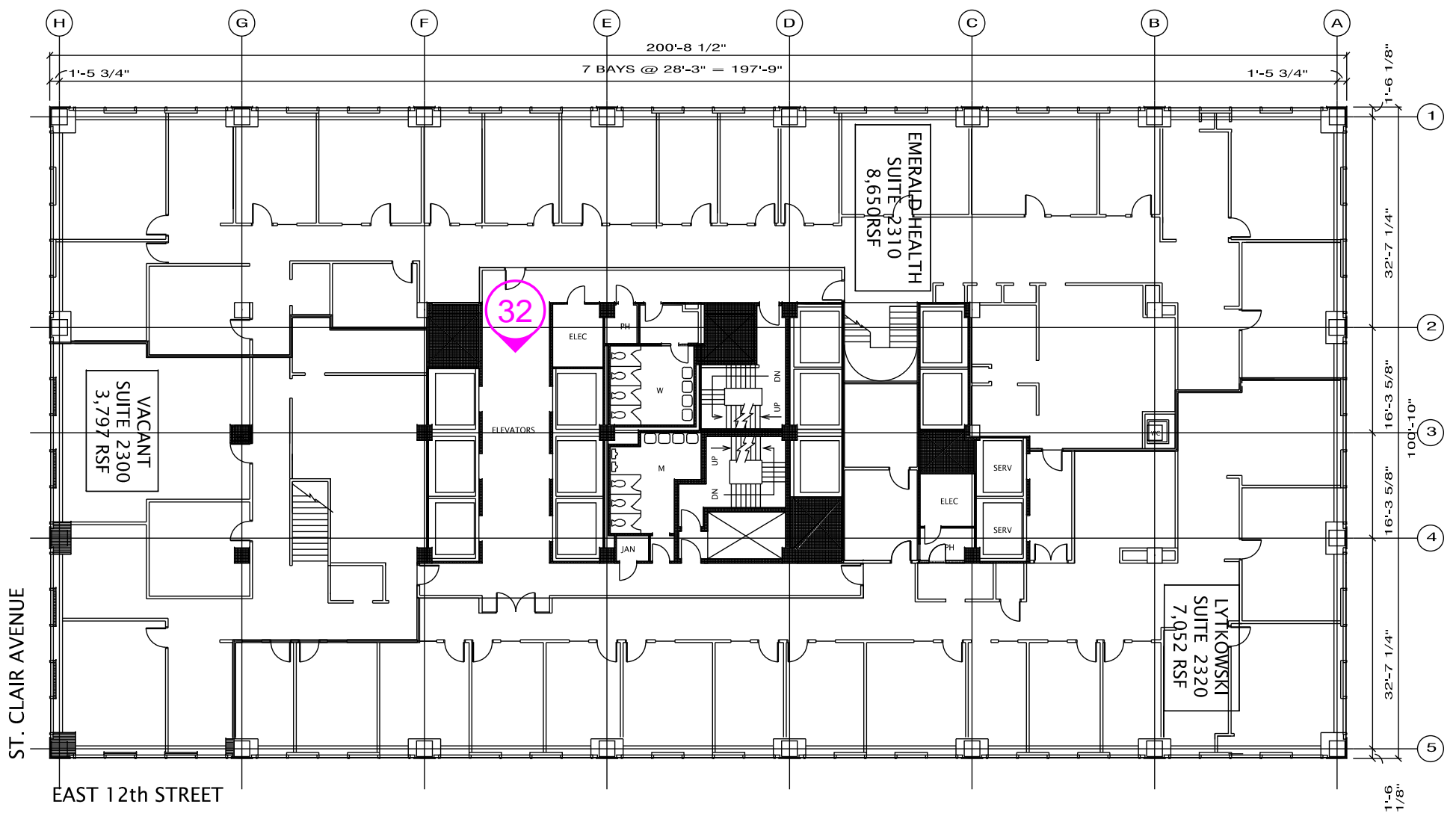




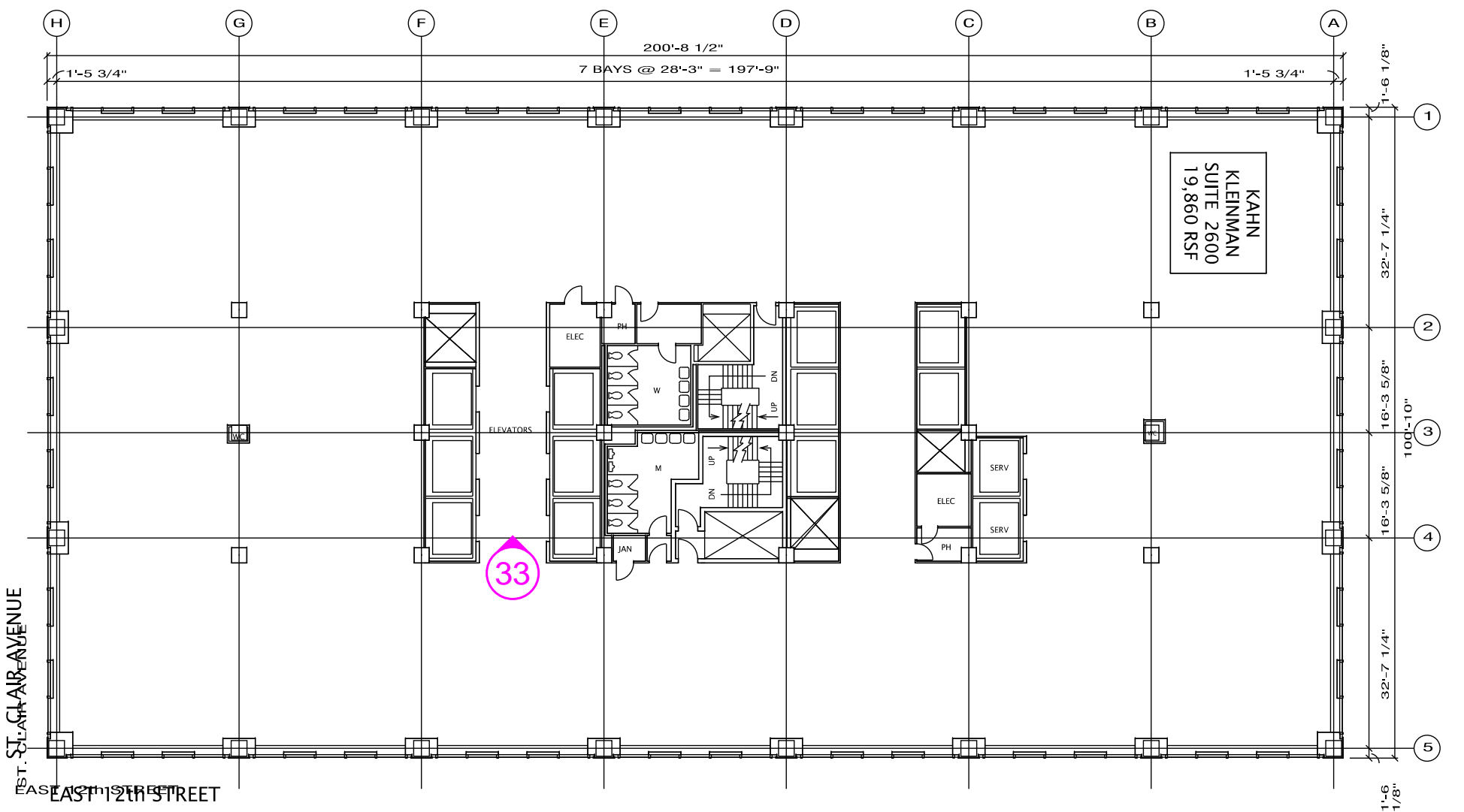
## Erieview Tower Concourse Floor Plan

<b>ERIEVIEW TOWER</b>	
<b>CLEVELAND, OH</b> Cuyahoga County	
<b>National Register Nomination</b>	
Photo Key - NTS	
Summer 2016	
<b>PHOTO KEY</b>	
	Photo Numbering
HP Group, LLC	
2425 West 11th Street, Suite 4	
Cleveland, OH 44113	





5 EXISTING TWENTY-THIRD FLOOR PLAN  
 AX-04 SCALE: 1/16" = 1'-0"



2 EXISTING TWENTY-SIXTH FLOOR PLAN  
 AX-01 SCALE: 1/16" = 1'-0"

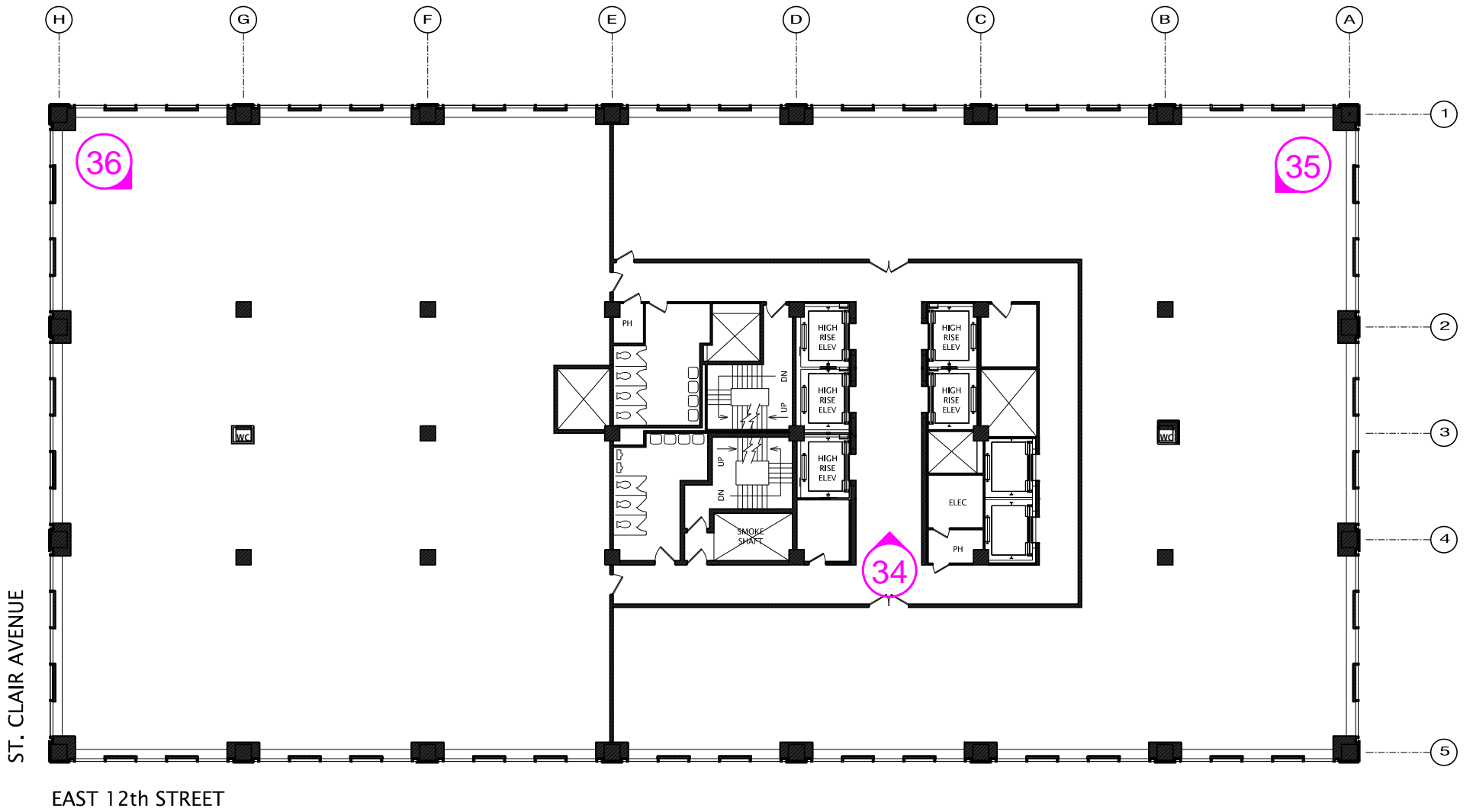
**ERIEVIEW TOWER**  
**CLEVELAND, OH** Cuyahoga County

**National Register Nomination**  
 Photo Key - NTS  
 Summer 2016

**PHOTO KEY**  
 X Photo Numbering

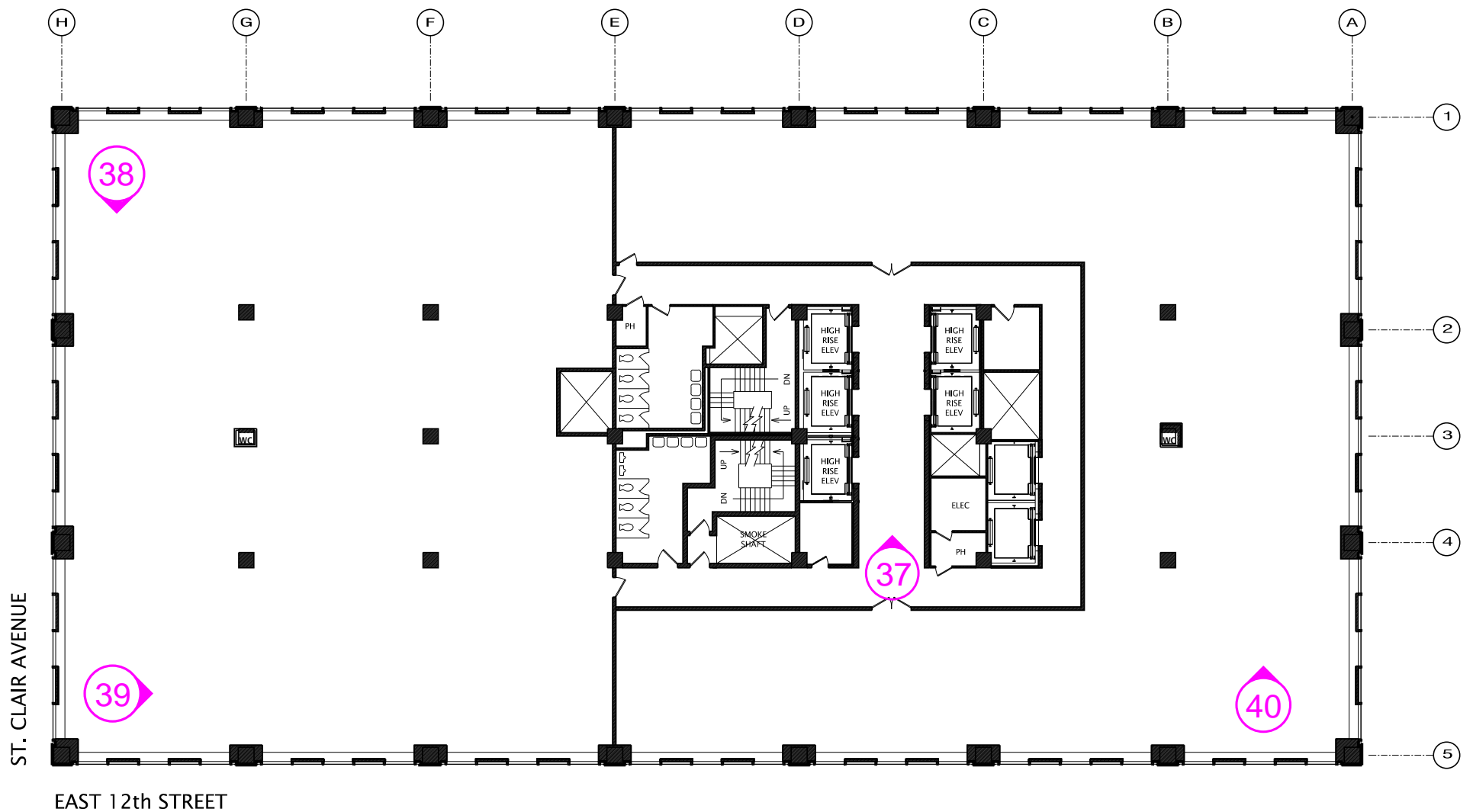
HP Group, LLC  
 2425 West 11th Street, Suite 4  
 Cleveland, OH 44113





EAST 12th STREET

2 EXISTING TYPICAL HIGH-RISE FLOOR PLAN -Twenty-Ninth Floor  
 AX-01 SCALE: 1/16" = 1'-0"



EAST 12th STREET

2 EXISTING TYPICAL HIGH-RISE FLOOR PLAN -Thirty-Sixth Floor  
 AX-01 SCALE: 1/16" = 1'-0"

**ERIEVIEW TOWER**  
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**PHOTO KEY**  
 (X) Photo Numbering

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 Cleveland, OH 44113





**Erievue Tower**  
 1322 East 12th Street, Cleveland, OH 44114

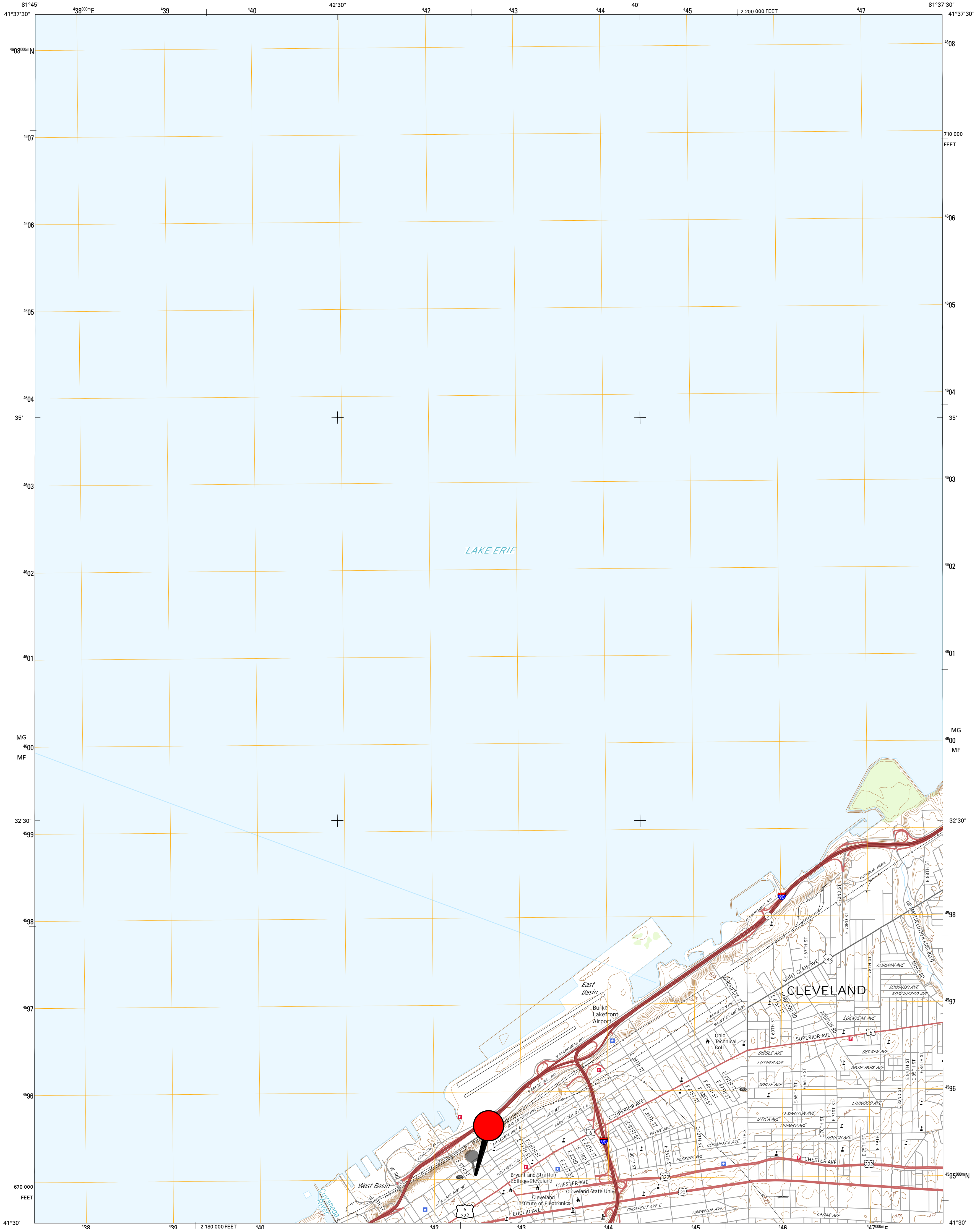
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U.S. DEPARTMENT OF THE INTERIOR  
 U.S. GEOLOGICAL SURVEY



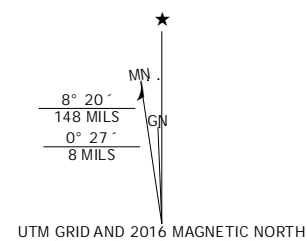
CLEVELAND NORTH QUADRANGLE  
 OHIO-CUYAHOGA CO.  
 7.5-MINUTE SERIES



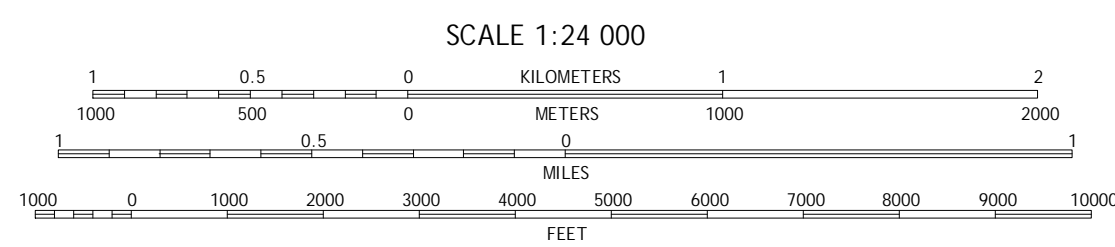
Produced by the United States Geological Survey  
 North American Datum of 1983 (NAD83)  
 World Geodetic System of 1984 (WGS84) Projection and  
 1 000-meter grid: Universal Transverse Mercator, Zone 17T  
 10 000-foot ticks: Ohio Coordinate System of 1983 (north zone)

This map is not a legal document. Boundaries may be  
 generalized for this map scale. Private lands within government  
 reservations may not be shown. Obtain permission before  
 entering private lands.

Imagery: NADIP, October 2015  
 Roads: U.S. Census Bureau, 2015 - 2016  
 Names: GNIS, 2016  
 Hydrography: National Hydrography Dataset, 2015  
 Contours: National Elevation Dataset, 2010  
 Boundaries: Multiple sources; see metadata file 1972 - 2016  
 Public Land Survey System: BLM, 2015  
 Wetlands: FWS National Wetlands Inventory 1977 - 2014



U.S. National Grid 100 000 m Square ID
MG MF
Grid Zone Designation 17T



QUADRANGLE LOCATION

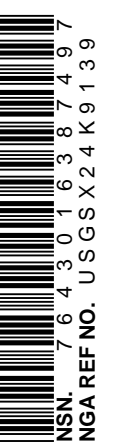
ROAD CLASSIFICATION	
Expressway	Local Connector
Secondary Hwy	Local Road
Ramp	4WD
Interstate Route	US Route
	State Route

CONTOUR INTERVAL 5 FEET  
 NORTH AMERICAN VERTICAL DATUM OF 1988  
 This map was produced to conform with the  
 National Geospatial Program US Topo Product Standard, 2011.  
 A metadata file associated with this product is draft version 0.6.19

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4	5	6
7	8	

ADJOINING QUADRANGLES

CLEVELAND NORTH, OH  
 2016



NSN 7540-01-603-9447  
 U.S. G.S. 2.4 K 9 1 3 9  
 NGA REF. NO.



E. 12 St

St. Clair

















Galleria & Tower  
at Erieview

Galleria & Tower  
at Erieview

NO  
PARKING













Dollar Bank  
Since 1855

WAIT FOR WALK

Bank & Post Bldg



St. Clair

Dollar Bank  
Since 1855

Dollar Bank  
Since 1855



DO NOT BLOCK INTERSECTION

DO NOT BLOCK INTERSECTION

NO TURN ON RED

E.

ONE WAY

DO NOT BLOCK INTERSECTION





Dollar Bank  
Since 1855

St. Clair

Civic Center  
E. 9 St

DO NOT BLOCK INTERSECTION

NO TURN ON RED

DO NOT BLOCK INTERSECTION

NO TURN ON RED

NO STOPPING ON SIDEWALK

ONE WAY

ONE WAY

WAIT FOR WALK

LONG LIFE ROCK



UPPER LEVEL  
**CAFE SAUSALITO**  
TAKE YOUR DRIVING TO THE NEXT LEVEL  
↑  
**HAPPY HOUR SPECIALS**  
Monday - Thursday  
Friday FREE Appetizer  
216.896.2233  
cafesausalito.com

WEEKLY SPECIALS  
**CAFE SAUSALITO**  
St. Patrick's Day  
\$10.00  
\$12.00  
\$14.00  
\$16.00  
\$18.00  
\$20.00  
\$22.00  
\$24.00  
\$26.00  
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\$86.00  
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\$90.00  
\$92.00  
\$94.00  
\$96.00  
\$98.00  
\$100.00

**Cafe Sausalito**  
Feature of the Week  
WEEKLY SPECIALS  
\$10.00  
\$12.00  
\$14.00  
\$16.00  
\$18.00  
\$20.00  
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\$86.00  
\$88.00  
\$90.00  
\$92.00  
\$94.00  
\$96.00  
\$98.00  
\$100.00

**MON-FRI**  
3-7  
**HAPPY HOUR**



EXIT

EXIT



Office Space  
for Lease  
Call  
+1 214 587 2252  
+1 214 587 2252

Restrooms  
Located down  
the stairs and  
on the right  
Spinn





Physical Therapy

No Referral Required

Sports Rehab



WALKWAY

WALKWAY

RESERVED

RESERVED

SCALATOR

RESERVED

RESERVED

RESERVED

RESERVED

RESERVED

RESERVED

DPU 7811





EXIT

FED EX UPS  
DRYCLEANING  
DROP OFF CENTER

  
**Office Space  
for Lease**  
*Tower at Erieview*  
Tom Fox  
+1 216 937 2383  
J.R. Falman  
+1 216 937 4387

**TOWER TENANTS**  
Please show your  
employee photo I.D.  
for access.

**ALL VISITORS**  
Must show  
photo I.D. and sign in.  
Thank you for your cooperation.





17-29







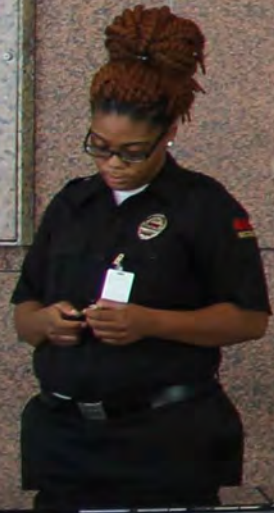


17-29





30-38





30-38



2-1





EXIT

EXIT





26

26

26

26











Sutter  
O'Connell  
ATTORNEYS

36 L

36 K

36 J

H

G 36







UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Erieview Tower

Multiple Name:

State & County: OHIO, Cuyahoga

Date Received: 8/11/2017      Date of Pending List: 9/7/2017      Date of 16th Day: 9/22/2017      Date of 45th Day: 9/25/2017      Date of Weekly List:

Reference number: SG100001655

Nominator: State

Reason For Review:

- |                                       |  |  |
|---------------------------------------|--|--|
| <input type="checkbox"/> Appeal       | <input type="checkbox"/> PDIL            | <input type="checkbox"/> Text/Data Issue               |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape       | <input type="checkbox"/> Photo                         |
| <input type="checkbox"/> Waiver       | <input type="checkbox"/> National        | <input type="checkbox"/> Map/Boundary                  |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period                        |
| <input type="checkbox"/> Other        | <input type="checkbox"/> TCP             | <input checked="" type="checkbox"/> Less than 50 years |
|                                       | <input type="checkbox"/> CLG             |  |

Accept       Return       Reject      9/25/2017 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 9/25/2017

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.



NATIONAL REGISTER OF HISTORIC PLACES  
NPS TRANSMITTAL CHECK LIST

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

The following materials are submitted on August 7, 2017  
For nomination of the Ericview Tower, 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: \_\_\_\_\_





August 7, 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 submission.

NEW NOMINATION

Erievew Tower

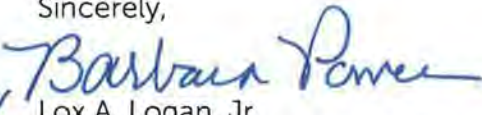
COUNTY

Cuyahoga

The enclosed disks contain the true and correct copy of the nomination to the National Register of Historic Places for the following: Erievew Tower, 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 Historic Places  
National Park Service  
1849 C St. NW MS 7228  
Washington, DC 20240



**Re: Erieview Tower**  
**Code SG100001655**

**September 20, 2017**

To Whom It May Concern:

I would like to see Erieview Tower placed on the National Register of Historic Places for several personal reasons. First, Erieview Tower was my first job. I started there on October 27, 1964 as a janitor. At the time, I was 23 years old and excited to start as a full time employee. I am thankful to my then Councilman, Mr. Gilliam of Ward 12 and Mr. Joseph Murphy, President of Local 47 S.E.I.U. I also am grateful to Mr. David P. Maule and Mr. Ralph Lowe of John W. Galbreath and Ruffin Company who gave me a chance to prove myself.

Second, I became a newlywed on November 28, 1964. This opportunity provided me an income to send my 2 children to Catholic Schools and then onto college. My daughter graduated from Ohio University and my son nearly earned his degree but suffered a football injury.

Third, I attended school to become a Stationary Engineer and was promoted to Engineer Helper. Once I earned my Stationary Engineer License in 1970, I was promoted to a Stationary Engineer position at Erieview. Moreover, my son also followed in my footsteps and earned his Stationary Engineer License and successfully works in the field today.

Soon afterward earning my license, my peers elected me to be their Union Steward. I maintained that position until my retirement in 2009. I spent more than 40 years at Erieview Tower and watched it transform over the years. Erieview Tower became my home away from my family home. I made many invaluable friendships that I am blessed to still have in my life. Erieview provided significant opportunities for me and my family over the years. I hope that you will decide to add Erieview Tower to the National Register of Historic Places. It has meant this much and more to me and my family.

Sincerely yours,

Melvin Johnson, Sr.  
243 South Belvoir Blvd.  
South Euclid, Ohio 44121  
(216) 337-0948  
melvinjohnsonsr@aol.com

M. Johnson, Sr.  
243 S. Belvoir Blvd  
S. Euclid, Oh. 44124

CLEVELAND  
OH 440  
19 SEP '17  
PM 8 L



National Register Historic Places  
National Park Service  
1849 C St. NW MS 7228  
Washington, DC 20240

20240-



INRE:

EIRVIEW TOWER

~~561~~

56100001655

PAUL CAMPBELL  
APT 1724  
12900 LAKE AVE  
LAKEWOOD, OHIO  
44107

NATIONAL REGISTER OF HISTORIC PLACES  
NATIONAL PARK SERVICE

1849 E ST, NW.  
MS 7228  
WASHINGTON D.C.  
20240

AHA  
TAXPAYER  
RIPOFF



Dear Sir or Madame,

There is nothing Historic about  
Eirview Tower.

The singular purpose of proposing  
Eirview Tower for the Register is to get  
a better sale price for the current owners.

The reason to put something on the  
National Register of Historic places should be  
if it is an historic place. Eirview is  
clearly not. To put it on the register  
would be: an irresponsible use of a  
tax expenditure; inconsistent with  
Congressional and Presidential intent; legally  
questionable and ~~more~~ morally wrong.

Paul Campbell

P.S. I live within sight of Eirview and  
worked downtown for years.  
I am both informed and intelligent.

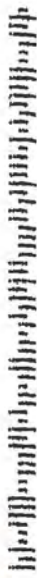
PAUL CAMPBELL  
APT 1724  
12900 LAKE AVENUE  
LAKEWOOD, OHIO  
44107

ERIEVIEW  
TOWER  
56100601655

National Register of Historic Places  
National Park Service  
1849 C St. N.W.  
MS 7228  
Washington City 20240



CLEVELAND OH 440  
09 SEP 2017 PM 3 L



20240-