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United States Department of the Interior
National Park Service

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AUG - 7 2015

National Register of Historic Places Registration Form

Nat. Register of Historic Places
National Park Service

1. Name of Property

Historic name: Stuyvesant Motor Company Building
Other names/site number: Hudson-Stuyvesant Motor Company
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: 1937 Prospect Avenue
City or town: Cleveland State: OH County: Cuyahoga
Not For Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

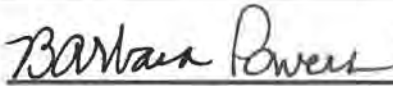
I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

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 for Inventory & Registration	July 21, 2015
Signature of certifying official/Title:		Date
_Ohio History Connection, State Historic Preservation Office		
State or Federal agency/bureau or Tribal Government		

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

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4. National Park Service Certification

I hereby certify that this property is:

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

Patrick Andrews
Signature of the Keeper

9/22/2015
Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

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

Category of Property

(Check only **one** box.)

- Building(s)
District
Site
Structure
Object

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Number of Resources within Property

(Do not include previously listed resources in the count)

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

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

Commerce /Trade – specialty (auto showroom) and warehouse (commercial storage)
Light Industry

Current Functions

(Enter categories from instructions.)

Vacant – Rehabilitation in Progress

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National Register of Historic Places
Continuation Sheet

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Continuation Sheet #6: Additional Information

Timeline of Stuyvesant Motor Car Co./Hudson-Essex facilities in Cleveland:

- 1916 – 2010-12 Euclid Ave. (existing), a 4-story building. After the construction of the nominated building on Prospect Ave. this facility was retained as the salesroom for new Hudson Super-Sixes. [additional information found in section 8, pages 11, 12.] (this property has been determined eligible through section 106 compliance review)
- 1917 – 1937 Prospect Ave. (existing), 4-story building. At the time this building was built it was used for service of the Hudson vehicles and used car sales. [additional information about functions taking place in building found in section 8, page 11]
- 1919 – 1937 Prospect Ave. (existing), a 5th floor addition. With the addition of this additional space, the Prospect Avenue facility expanded to new car sales in addition to the service center, garage, and storage functions.
- 1921 – 5005 Euclid Ave. (existing), a 4-story building. This building added to the company's facilities as a sales room (until 1923 when it was no longer used by the company) and the Prospect Ave. building continued with a service function for all automobile lines sold by the Stuyvesant Company. [additional information found in section 8, pages 11, 12.]

The company occupied all three buildings, roughly from 1916-1923, a testament to their growth in a short amount of time. In the expansion from their first (2010 Euclid) to their second building (nominated property at 1937 Prospect), there appears to be not just a volumetric growth of just more space for more cars, but a move towards specialization with the Prospect Ave. facility serving multi-functions that included specific auto brands, used car sales, and then concentration on service of all the Stuyvesant Motor Car Co./Hudson-Essex auto brands.

Original Function and Historic Integrity:

The nominated property at 1937 Prospect Ave. was constructed with two garage doors: one at the main, south elevation (fronting Prospect Ave.) that provided access to the first floor showroom and original storefront; and one at the rear, alley (Swingos Court) elevation that provided vehicle access to the basement level via a ramp (still existing).

Original, existing features of the building include a car wash bay on the 3rd, 4th and 5th floors where there are plumbing fixtures, a concrete floor sloped to where a drain was located (drain no longer existing), and a cast-in-place concrete curb to contain the wash water.

According to the *Hudson Triangle* dated Oct. 21, 1916 (Vol. VI, No. 17, p. 3), [the nominated property at 1937 Prospect Ave.] "will have 5,000 square feet devoted to Hudson service and sale of used cars. The present building [at 2010-12 Euclid Ave.] will be retained as the salesroom for new Hudson Super-Sixes. The second floor [of 1937 Prospect Ave.] is to be fitted up as the wholesale department and adapted especially to the convenience of dealers in the territory presided over by the Hudson-Stuyvesant Motor Car Co." and "When the new building [at 1937 Prospect Ave.] is completed, the Hudson-Stuyvesant Motor Car Co. will be unrivaled in its equipment for sales and service in that section of the country"

A *Hudson Triangle* article from June 28, 1919 (Vol. VIII, No. 37, p. 4), refers to 1937 Prospect Ave. as the company's "service station building". After construction of the 5th floor addition (1919), according to the same *Hudson Triangle* article, one floor "will be used for the new car department which will put them [cars] in shape for delivery to dealers and customers. This department also will take care of the service given every customer in the running of a new car. There will be no charge for any service in this department. The next two floors will be devoted entirely to shops such as Repair, Battery, Wood-working, Metal-working, paint and trim storage or warehouse."

The location where the Stuyvesant motor car line were built/manufactured/assembled has not been confirmed through

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current research. The Hudson-Essex line was a Detroit-based company, thus showing that combination of local independent Cleveland companies and the influx of Detroit's growth in auto industry.

Other automobile-related properties in Cleveland listed in NR:

- Baker Motor Vehicle Building, Euclid Ave., 1910 (NR 2007). – showroom and service.
- Peerless Motor Co., 9400 Quincy Ave., 1906, (NR 1975) – manufacturing facility for this luxury line of cars and administrative offices.
- Ford Motor Co. Cleveland Plant, 1913-14, Albert Kahn, (NR 1976), 11610 Euclid Ave.
- Universal Terminal Co. Dock and Warehouse, 1929, (NR 1983) – marine terminal for automobiles shipped by water from Detroit.
- Cleveland Packard Building, 1915-1916, 5100-5206 Prospect Ave., (NR 1984) – showroom.
- Templar-Farrell Motor Sales, 1921, 3134 Prospect, (NR 1984) – showroom.
- United Motor Services, 1919, 4019 Prospect, (NR 1984). – showroom.

The Stuyvesant Motor Company Building at 1937 Prospect Avenue adds to the understanding of the history and development of the automobile industry in Cleveland during the early twentieth century; an industry primarily defined by small, independent auto manufactures many of which produced limited luxury lines as well as selling other automobile lines such as the Stuyvesant Company. Other auto-related properties in Cleveland listed in the National Register include manufacturing facilities and showrooms. The Stuyvesant Company property on Prospect reflects the company's expansion and use of this facility for specialized purposes, particularly service as well as sales. The Stuyvesant Motor Company Building is one of the automotive related buildings built along Prospect Avenue when the street was known as an automotive row. Prospect Avenue was a good location for automotive-related businesses. The street was heavily travelled and was just a distance enough from the central business district to provide cheaper rents. (Upper Prospect Multiple Resource Area, 64000653). A comprehensive survey of all automobile-related properties in Cleveland has not been undertaken at this time.

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7. Description

Architectural Classification

(Enter categories from instructions.)

Early 20th Century – Commercial Style

Materials: (enter categories from instructions.)

Principal exterior materials of the property:

Brick, Stone, Concrete, Steel

Narrative Description

Summary Paragraph

The Stuyvesant Motor Company Building is located at 1937 Prospect Avenue, approximately one mile east of Public Square in downtown Cleveland. It is a five-story early 20th Century, Commercial style building in an area historically associated with commerce and specifically the automotive industry. The exterior walls primarily consist of exposed brick with simple stone ornament on the main (south) elevation and exposed concrete structure on the side elevations. Characterizing the Commercial style and reflecting its historic function, the exterior features large expanses of steel sash windows. The building's significant interior features are exposed reinforced concrete, an open floor plan and the original, industrial elevator used to transport automobiles between floors. The property possesses historic integrity through its existing, original materials and configuration consistent with early 20th century, Commercial style architecture.

Narrative Description

The Stuyvesant Motor Company Building (1917) is an excellent example of early 20th century, Commercial style architecture typically manifested in car dealerships, repair shops and light-industry buildings. Commercial style architecture is related to the Chicago School, associated with advances in construction technology and buildings that are precursors of a later development characterized by even less ornament and a greater expression of structural form: the modern skyscraper. This building is composed of a concrete and steel structural system with brick masonry wall construction and large, industrial steel sash windows. The fifth floor is an addition completed in 1919, and consists of a steel structural system; concrete roof; and brick masonry walls that match the original construction. The ornamentation of Commercial style buildings such as the Stuyvesant Motor Company Building is basic, minimal, and is typically expressive of structural elements. For example, the brick pilasters on the south elevation correspond to the grid of interior structural pilasters and columns; and the exposed concrete lintels on the east and west elevations are an extension of the reinforced concrete floors.

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South (Prospect Avenue) Elevation:

The main façade on Prospect Avenue is primarily defined by three window bays comprised of original steel sash windows with operable hoppers and awning type vents on 2nd through 4th floors (Photos 01 and 02). The original windows on the fifth floor no longer exist and the openings have been in-filled with plywood and insulation. The first floor storefront openings have been in-filled with brick. Historic photographs show that the original storefront openings follow the same configuration and general proportions as the windows on the upper stories (Figures 1-3). The west-most storefront opening originally consisted of a single entrance door, in the location of the existing non-historic entry. Both the original entry and existing door were recessed (Photo 11). The center bay originally had a rolling garage door for vehicle access to the building. The east-most bay consisted of a large picture window with a 3 lite divided transom above that allowed views into the first floor car showroom.

The remainder of the façade consists of red-brown brick and stone details including sills, beltcourses, cornice, copings, and an entablature sign that reads “STUYVESANT” in a sans serif font (Photo 12). Each of the window and storefront openings have soldier course bricks at the lintels (Photo 02). The three bays are divided by brick pilasters that rise from stone bases at the ground level, continue through the flat stone beltcourse above the fourth floor, and terminate at the flat stone cornice above the 5th floor windows. These pilasters project approximately 4” (or the depth of one brick) from the facade, and are visually reinforced by two continuous vertical joints within each pilaster. At the top of the four pilasters, there are flat stone medallions. The brick parapet is capped with flat stone copings and steps up above the central bay where a carved stone sign that reads “STUYVESANT” is installed.

East and West Elevations:

The east and west elevations mirror each other and are characterized by matching light wells approximately in the center of the facade that extend from basement to roof level. Within each light well there are two pairs of windows per floor (each pair within one masonry opening), each consisting of 30 (5x6) divided lites, with an 8 lite center pivot operable awning (Photos 03 and 04). At the (north and south facing) return walls of each light well, there is one window per floor, each comprised of 16 (4x4) divided lites with a 6 lite center pivot operable awning. Window sills throughout the light wells consist of row lock bricks. Window lintels in the center two bays are exposed reinforced concrete from the basement through the 4th floor, while the center bay lintels on the 5th floor are steel (behind the outer wythe of brick). The north and south elevation return wall windows in the light wells have steel lintels (behind the outer brick wythe). The remainder of the east and west elevations consist of brick laid in common bond with no opening other than those made for through-wall air conditioners (3 on the east elevation and 2 on the west). Original overlapping, camelback terracotta copings cap the brick parapets, including at the north elevation.

The east and west elevations currently face surface parking lots but originally had adjacent structures that abutted the exterior walls of Stuyvesant Motor Company Building. A large, non-historic free-standing billboard, located on the neighboring lot, obscures the south section of

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west elevation. On the east elevation, adjacent to the south corner, a non-historic fabric advertisement is fastened to the facade at the top three floors. Non-historic lighting projects from the east parapet to illuminate the fabric advertisement below. On both the east and west elevations, historic painted signage remains visible on the brick façade (for example, remnants of a painted 'HUDSON' sign are located at the south end of the east elevation, at the first two floors).

North Elevation:

The north elevation fronts the alley at the rear of the building (Swingos Court) and is similar in design to the other façades although the fenestration pattern differs due to the elevator and stairwell (circulation core) in the center of the façade (Photo 05). The north elevation is also taller due to a slope in grade that exposes the basement level, essentially presenting a six-story façade. The central portion of the façade includes a stairwell and elevator bulkhead that project above the roof level.

There are original steel sash windows consisting of 12 (3x4) divided lites at each of the central stair landings and at each level of the elevator shaft. Within each masonry opening, flanking the central stair and elevator tower are triple windows (original, steel sash similar to those on the east and west elevations). Within the triple window configuration, the center window consists of 25 (5x5) divided lites between two 20 (4x5) windows (Photo 06). As at the east and west elevations, each window contains a center pivot awning. The windows at the second floor are covered by plywood siding similar to that on the south elevation. The first floor has only one triple window, at the east side of façade.

The first floor window opening at the west side of the façade was filled with red brick. There are two garage doors on the north elevation -- one under the in-filled first floor window at the west side of the façade that leads to the basement, and one that opens into the automobile elevator (Photos 13 and 14). The north elevation contains remnants of historic, painted advertisements that read "USED CARS" at the first floor; "HUDSON SUPER SIX" at the fifth floor; and "STUYVESANT" at the roof/bulkhead. Also on the rooftop bulkhead elevations are remains of historic painted signs as follows: "THE E.E. STUYVESANT MOTOR CO. SERVICE" (east and west bulkhead elevations) and "STUYVESANT SERVICE" (south bulkhead elevation).

Interior:

The interior open plan features exposed reinforced concrete structural elements such as round painted concrete columns, joists, beams and ceilings, typical at the basement through the fourth floor (Photos 07 and 08). Each floor features an open plan with large steel sash windows described above.

According to a City of Cleveland *Permit to Build* issued in 1919, a one-story addition on top of the existing building was approved for construction. The 1919 fifth floor addition consists of a concrete floor and ceiling within a steel structural system whose columns are encased in non-historic plaster (Photo 09). The 1951 Sanborn map notes the building being of fire proof

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construction, including concrete framed floors and roof. The typical floor plan has 8 columns creating 9 bays along the length of the building, and 2 columns creating 3 bays along its width.

Original brick partition walls exist at the north circulation core and the stairwell adjacent to the west elevation light well. Both stairwells consist of concrete stairs with metal pipe railings (Photo 10). The original, existing freight elevator and shaft are intact at the rear (north) elevation. This elevator was designed to accommodate vehicles with exterior access from the alley (Swingos Court) and interior doors that open at all levels. A non-original concrete block shaft adjacent to the west elevation stairwell contains a passenger elevator that was installed at an unknown date. The 1951 Sanborn map notes this shaft area as "V. P." for the vertical pipe that may have been a furnace chimney.

The open plan of the basement remains intact and includes mechanical equipment in the southeast corner. The south end of the first floor was altered at an unknown date with dropped ceilings, drywall, and wood paneling where the original storefront elements existed. Drywall partitions and non-historic doors divide the first floor that housed offices c. 1990. Fluorescent light fixtures have been suspended throughout the space. The north end of the first floor maintains the typical open plan with exposed concrete ceiling structure and columns. The second, third, and fourth floors maintain a large amount of the original open plan, with the characteristic exposed concrete and the addition of minimal partitioned utilitarian spaces at the south end of the building.

The building's historic integrity is derived from existing, original features such as its original freight/car elevator (Photo 15); industrial steel windows with operable vents on all elevations (Photo 16); stone detailing (Photo 12); historic signage (Photo 17); and exposed reinforced concrete typical in Commercial style buildings of the era (Photos 18-20). Early 20th-century advances in construction technology permitted the design of Commercial style buildings to be tall, utilitarian structures whose ground floor often included a storefront to display the building's function, as is the case in the Stuyvesant Motor Company Building.

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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

Areas of Significance

(Enter categories from instructions.)

Commerce
Automotive Industry

Period of Significance

1917-1930

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Significant Dates

1917

1919

1930

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

Skeel Bros. Company

F. E. Stuyvesant Co.

A. A. Lane Construction Company

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Stuyvesant Motor Company Building, built in 1917 is eligible under Criterion A for its significance in the context of Cleveland's automobile industry. Prior to the eventual dominance of the "big three" automotive companies, the Stuyvesant Motor Co. (and later, the merged Hudson-Stuyvesant Motor Co.) embodies the shift from small, local manufacturer to the larger assembly-line based automotive corporations whose legacy remains in today's brands. Within a local framework, the building significantly contributed to the manufacturing, service, and support of automobiles and represents the rise and decline of small, independent auto manufacturers in Cleveland. Listed as an individual landmark by Cleveland's Landmark Commission and located adjacent to the Prospect Avenue Local Landmark District, the Stuyvesant Motor Company Building's overall appearance and character-defining features from the period of significance remain largely intact.

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

The Stuyvesant Motor Company Building was originally built as a sales showroom, service center, garage, and storage facility, the building reflects large space requirements in addition to modern fireproof construction techniques of the time. Expansion of the four story building to its existing five stories in 1919 underscores the significance of this company as other local manufacturers failed. After the Great Depression, the Stuyvesant Motor Company Building became home to various other businesses associated with the automobile industry and service

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functions until the late 1930s. The period of significance begins with construction of the building in 1917 and ends in 1930 with the death of Frank E. Stuyvesant, consequently ending the building's direct association with this formative chapter in the history of Cleveland's automobile industry.

Cleveland and the Early Automotive Industry

The establishment of Cleveland's automobile industry can be attributed to Alexander Winton's 1896 innovations in transportation, producing a singular design model rather than special order production that was popular in other parts of the country. With Winton's pursuit in systematizing production came the need to gain public support of new machinery. Long demonstrative trips of such automobiles became successful advertisements when a local columnist, Charles Shanks, attended one of Winton's demonstrations. Shanks is credited as the world's first automotive correspondent, drawing widespread attention to Cleveland as the epicenter for the new industry. The potential of this new industry caught the attention of many engineers during its early stage, resulting in numerous makers attempting to design and sell their own cars in the first decade of the 20th century. In this introductory period electric, steam, and gasoline engines jockeyed for dominance. Cleveland had the largest electric engine and largest steam engine factories along with one of the largest gasoline engines factories in the nation 1901-1910.

By 1907, Cleveland had seven major automobile manufacturers, including the Winton Motor Carriage Co. (1896); the Baker Motor Vehicle Co., (1898); and the White Motor Car Co. (1906). Cleveland added many innovations during this era, including the spark ignition, flexible steering column, and various engine types. However, Detroit pulled ahead of Cleveland with fourteen major manufacturers by 1907 and would soon dominate the industry. Henry Ford came to define the evolution of the auto industry with the release of the Model T in 1908. The systematic speed and accuracy of Henry Ford's new assembly line factories could produce cars at much lower cost, and replaced hand-crafted methods that treated each automobile as a work of art. The automotive market had been irrevocably altered in a very short period of time. Before 1908, the market for automobiles was as an upper class luxury, but the Model T made the car a middle class necessity.

Frank E. Stuyvesant and the Hudson-Stuyvesant Motor Company

Stuyvesant began his career in 1904 at the innovative White Motor Car Co., known for its patented flash-steam boiler engine, and according to *The Encyclopedia of Cleveland History*, was the leading manufacturer of the steam automobile in Cleveland. By 1910, when the White Motor Car Co. was shifting from steam to gasoline powered engines, Stuyvesant had advanced to become sales manager and would soon start his own ventures.

It was during this formative period in Cleveland's automotive industry when Frank E. Stuyvesant made his mark. Stuyvesant joined a group of investors to purchase and merge several manufactures that had each begun engineering their own automobile design. This process began in 1910 when Stuyvesant's group acquired the Gaeth Automobile Company. In 1911, the group acquired Warren Electric Company of Sandusky, which was intended to serve as their primary manufacturing facility. Months later, Stuyvesant Motor Car Co. merged with Grant-Lees Machine and Tool Company in Cleveland. When acquired by Stuyvesant, Grant-Lees was a large producer of transmissions, steering gears and differentials. At this time, Stuyvesant may have been attempting to merge major car parts manufacturers in order to vertically integrate his operation to compete with big-name automotive companies.

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Beginning in 1912, the Stuyvesant Motor Car Co. produced a luxury vehicle that sold for \$4,200, over eight times the cost of the Ford Model T. The “Stuyvesant Six” was a six-cylinder vehicle based on the Gaeth six-cylinder that received positive reviews in trade literature but failed in terms of sales. Stuyvesant produced this product for only a couple of years.

In 1914, Stuyvesant became the primary Cleveland distributor for the Hudson-Stuyvesant Motor Car Company. And in January 1916, *The Hudson Triangle* publication reported that Hudson-Stuyvesant was constructing a sales and service building on Euclid Avenue which still exists at 2010 Euclid Avenue. In October 1916, a published statement announces Frank E. Stuyvesant leased a lot on Prospect Avenue on which he would build a new facility “devoted entirely to Hudson Service and the sale of used cars.” – the nominated building, located at 1937 Prospect Avenue. The article goes on to say the Euclid Avenue building would be “retained as the salesroom for new Hudson Super-Sixes.” Construction of the new Stuyvesant Motor Co. Building at 1937 Prospect Avenue is approved in an original Division of Buildings Application for Permit dated October 9, 1916. The Permit identifies the structure as having a “Mercantile” purpose and that is to be built of brick and reinforced concrete at a cost of \$70,000.

The nominated building’s architect, general contractor, mason, and carpenter are listed in the Application for Permit as Skeel Bros. Company, located at 8311 Euclid Avenue. Skeel Brothers was a successful construction company responsible for light industry, utilitarian structures in Cleveland such as the Railroad Freight Depot in Public Square (1903). The Skeel family included architects Albert E. Skeel (1865-1937), member of the Cleveland Architecture Club and one-time President of the Cleveland Chapter of the American Institute of Architects who is responsible for the restoration of the Brecksville Congregational Church, built in 1839; and Frank D. Skeel (1872-1929), who started his practice in Cleveland in 1897 and is well regarded for numerous residential designs.

Expansion and Decline (1919-1930)

Chronicling the growth and success of the Frank E. Stuyvesant’s endeavors in 1918, an article in *The Hudson Triangle* announces the Hudson and Essex distributor, F. E. Stuyvesant Motor Co., as building an addition to the existing service station on Prospect Avenue. The 1919 addition to the nominated property would house the “new car department”. The article went on to explain, “This department also will take care of the service given every customer in the running of a new car. The next two floors will be devoted entirely to service shops including Repair, Battery, Wood-working, Metal-working, paint and trim, storage or warehouse.” The original Cleveland Division of Buildings, Application for Permit for Additions, Alterations or Repairs, dated October 1919, identifies a one-story addition for “Automobile Parts” to be constructed on the existing four-story building whose occupancy is listed as “Automobiles and Storage.” The architect is listed as F. E. Stuyvesant Co. and the Contractor is the A. A. Lane Construction Company, located at 1836 Euclid Avenue. The estimated cost of the addition is listed in the Permit as \$20,000 and the construction contract award is announced in *American Machinist* in June 1919.

In April 1920, The Stuyvesant Motor Company increased its potential market share by taking over the distribution of both Hudson and Essex motor cars in northern Ohio. (In 1919, the already successful Hudson Motor Car Co. had acquired the Essex brand known for affordable, closed sedans intended to be competitive with Ford and which featured an all-steel body). With Stuyvesant at the helm, the company continued to thrive and in May 1920, *The Hudson Triangle* reported yet another new facility, this one on Euclid Avenue and East 49th Street. Stuyvesant is quoted “Our only thought in building at this time was to keep pace with growth of the Hudson plant and to have the type of facilities that would be in keeping with Hudson and Essex success.” After this new property at 5005 Euclid was built, the nominated

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property at 1937 Prospect Avenue continued as the service hub for the all vehicles in the dealership's purview.

In the path of Stuyvesant's expansion was a rapidly evolving industry. Between 1918 and 1932, the Cleveland automotive industry experienced a shift from serving as a major manufacturer to becoming a parts supplier. In 1917, 75% of the market was controlled by the largest auto makers and by 1929, 90% of the market was controlled by the top ten. Cleveland automakers quickly became priced out of the market by the rapid production industry giants. As a result, the manufacturing capabilities of Cleveland recalibrated towards the supply side of the industry.

In June 1922, *Automotive Industries* reports that Frank E. Stuyvesant retired from active management of the Stuyvesant Motor Company (Hudson and Essex Distributor) but would remain on the board of directors. Although Stuyvesant himself was no longer an active leader in these enterprises, he did acquire ownership of both 2010 Euclid Avenue and 1937 Prospect Avenue in 1922. City records indicate that Hudson interests had pulled out of the 5005 Euclid Avenue building by 1923. When the stock market crashed in 1929, Hudson was the third largest automotive manufacture, trailing Ford and Chevrolet. The Crash however would prove to be a misfortune from which Hudson could never recover, suffering rapid decline despite World War II contracts for reinvigorated manufacturing.

Despite the noteworthy expansion of Frank E. Stuyvesant's service and dealership operations in Cleveland, the city's legacy with regard to the automotive industry would ultimately depend on its response to the innovations emanating from Detroit. In general, Cleveland manufacturers response was counter-intuitive, not by lowering prices but instead focusing heavily upon luxury car production, of which the Hudson-Stuyvesant Motor Company is a leading example. While Cleveland dominated the limited luxury market, it did not make great strides with the middle class, a direction that ultimately led to the decline of the city's automotive industry. In 1930, Frank E. Stuyvesant died, leaving a legacy of tremendous success in Cleveland's automotive industry and ending the period of significance.

In 1931, ownership changed and various automobile-related businesses occupied the building, including a tire service center, garage, and dealership. By 1948, the building was partially used by the Coast Guard and the 1951 Sanborn map indicates the building as having a U.S. Government Occupancy. From 1968-1996 the building was occupied by City Blue Printing, after which it remained vacant.

Today, in addition to the nominated property at 1937 Prospect Avenue, the other two buildings associated with Frank E. Stuyvesant and the Stuyvesant Motor Company still exist at 2010 Euclid Ave and 5005 Euclid Avenue. The property at 2010 Euclid Avenue had remained a car dealership through the 1930s but was no longer associated with Stuyvesant after his death in 1930. The façade of 2010 Euclid Avenue remains largely intact, but its interior has been converted into apartments. By 1923, 5005 Euclid Avenue had various tenants no longer associated with Cleveland's auto industry and today houses a Salvation Army. Unlike the other two properties, 1937 Prospect Avenue was constructed with a car elevator accessible from the north (rear) elevation that still exists. True to its utilitarian design, the nominated property was able to adapt to a rapidly evolving business serving in various roles from sales to service, to garage and storage. As such, the Stuyvesant Motor Company Building exemplifies an evolving business model that was enabled and supported by the formal characteristics of an open space plan, functional materials, and flexible interior layout that are fundamental to Commercial style structures.

The city block where the Stuyvesant Motor Company Building is located contains other historic commercial buildings. This area remains one of the few blocks not included in the surrounding Cleveland State University campus, which borders to the south, east, and north, and as such represents a significant

Stuyvesant Motor Company Building
Name of Property

Cuyahoga County, Ohio
County and State

aspect of local history that is no longer well represented. Few alterations have been made to the building's exterior, with the exception of the loss of the original storefront and 5th floor windows on the south (Prospect Avenue) elevation. However, the basic masonry openings of the storefront and 5th floor windows remain visible and intact. Original windows remain on floors 2 through 4 on the south (main) elevation and the other facades remain largely unaltered. Throughout the building, existing exterior masonry materials, including window sills, brick pilasters, and stone ornament, are original and remain intact. Additionally, the east, west, and north facades contain remnants of historic painted signage on the brick. While 1980s interior modifications resulted in partitions for offices and work spaces, they have not made a major impact on the original interior open plan with its exposed concrete structure. The Stuyvesant Motor Company building remains distinguishable as its original function and retains the character that places it solidly in the historical context of Cleveland's automobile industry.

Stuyvesant Motor Company Building
Name of Property

Cuyahoga County, Ohio
County and State

9. Major Bibliographical References

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Stuyvesant Motor Company Building
Name of Property

Cuyahoga County, Ohio
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Stuyvesant Motor Company Building
Name of Property

Cuyahoga County, Ohio
County and State

Directory. Available online at <http://catalog.hathitrust.org/Record/000451430> Accessed April 27, 2015.

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 Landmarks Commission, Western Reserve Historical Society, Case Western Reserve University

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreeage of Property approximately 0.275 acres

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates (decimal degrees)

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

1. Latitude: 41.500531 Longitude: -81.676426
2. Latitude: Longitude:
3. Latitude: Longitude:
4. Latitude: Longitude:

Or

Stuyvesant Motor Company Building
Name of Property

Cuyahoga County, Ohio
County and State

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

1. Zone: 17	Easting: 443521	Northing: 4594313
2. Zone:	Easting:	Northing:
3. Zone:	Easting:	Northing:
4. Zone:	Easting :	Northing:

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

The nominated property consists of Parcel number 103-03-037 (Cuyahoga County Auditor). It is bounded by Prospect Avenue to the south; Swingos Court (historically known as Brownell Alley) to the north; and surface parking lots (with no adjacent buildings) to the east and west.

Boundary Justification (Explain why the boundaries were selected.)

Boundary represents the entire original building lot. Prospect Avenue to the south and Swingos Court to the north have existing entrances to the property.

11. Form Prepared By

name/title: Elizabeth Corbin Murphy, FAIA and James V. Banta
organization: Chambers, Murphy & Burge, Restoration Architects
street & number: 43 East Market Street, Suite 201
city or town: Akron state: OH zip code: 44308
e-mail: emurphy@cmbarchitects.com
telephone: 330-434-9300
date: April 29, 2015

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.)

Stuyvesant Motor Company Building
Name of Property

Cuyahoga County, Ohio
County and State

Photo Log

Name of Property: Stuyvesant Motor Company Building

City or Vicinity: Cleveland

County: Cuyahoga

State: Ohio

Photographers: Michael Sanbury and James Banta (Chambers, Murphy & Burge)

Date Photographed: February 12, March 25, and April 5, 2015

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

Photo 01 (OH_Cuyahoga_StuyvesantMotorCompanyBuilding_01)

South elevation, camera facing north (credit: Chambers, Murphy & Burge)

Photo 02 (OH_Cuyahoga_StuyvesantMotorCompanyBuilding_02)

South elevation, camera facing north (credit: Chambers, Murphy & Burge)

Photo 03 (OH_Cuyahoga_StuyvesantMotorCompanyBuilding_03)

East elevation, camera facing west (credit: Chambers, Murphy & Burge)

Photo 04 (OH_Cuyahoga_StuyvesantMotorCompanyBuilding_04)

West elevation, camera facing east (credit: Chambers, Murphy & Burge)

Photo 05 (OH_Cuyahoga_StuyvesantMotorCompanyBuilding_05)

North elevation, camera facing south (credit: Chambers, Murphy & Burge)

Photo 06 (OH_Cuyahoga_StuyvesantMotorCompanyBuilding_06)

Interior, 3rd floor, camera facing north (credit: Chambers, Murphy & Burge)

Photo 07 (OH_Cuyahoga_StuyvesantMotorCompanyBuilding_07)

Interior, 3rd floor, camera facing north (credit: Chambers, Murphy & Burge)

Photo 08 (OH_Cuyahoga_StuyvesantMotorCompanyBuilding_08)

Interior, 3rd floor, camera facing up towards ceiling (credit: Chambers, Murphy & Burge)

Photo 09 (OH_Cuyahoga_StuyvesantMotorCompanyBuilding_09)

Interior, 5th floor, camera facing south (credit: Chambers, Murphy & Burge)

Photo 10: (OH_Cuyahoga_StuyvesantMotorCompanyBuilding_10)

Interior, 3rd floor in west stairwell, camera facing north (credit: Chambers, Murphy & Burge)

Photo 11: (OH_Cuyahoga_StuyvesantMotorCompanyBuilding_11)

South Elevation, camera facing north (credit: Chambers, Murphy & Burge)

Photo 12: (OH_Cuyahoga_StuyvesantMotorCompanyBuilding_12)

South Elevation, camera facing north (credit: Chambers, Murphy & Burge)

Stuyvesant Motor Company Building
Name of Property

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County and State

Photo 13: (OH_Cuyahoga_StuyvesantMotorCompanyBuilding_13)
Interior, 1st floor at elevator B, camera facing north (credit: Chambers, Murphy & Burge)

Photo 14: (OH_Cuyahoga_StuyvesantMotorCompanyBuilding_14)
Interior, 1st floor in elevator B shaft, camera facing up (credit: Chambers, Murphy & Burge)

Photo 15: (OH_Cuyahoga_StuyvesantMotorCompanyBuilding_15)
Interior, 1st floor in elevator B shaft, camera facing up (credit: Chambers, Murphy & Burge)

Photo 16: (OH_Cuyahoga_StuyvesantMotorCompanyBuilding_16)
Interior, 5th floor, camera facing east (credit: Chambers, Murphy & Burge)

Photo 17: (OH_Cuyahoga_StuyvesantMotorCompanyBuilding_17)
From roof, camera facing east (credit: Chambers, Murphy & Burge)

Photo 18: (OH_Cuyahoga_StuyvesantMotorCompanyBuilding_18)
Interior, 3rd floor, camera facing south (credit: Chambers, Murphy & Burge)

Photo 19: (OH_Cuyahoga_StuyvesantMotorCompanyBuilding_19)
Interior, 3rd floor, camera facing up (credit: Chambers, Murphy & Burge)

Photo 20: (OH_Cuyahoga_StuyvesantMotorCompanyBuilding_20)
Interior, 5th floor, camera facing north (credit: Chambers, Murphy & Burge)

Figure Log

Figure 1 (Continuation Sheet 1) Historic photo dated June 11, 1962 (?)
South elevation, camera facing north (credit: Cleveland Landmarks Commission)

Figure 2 (Continuation Sheet 2) Historic photo dated June 9, 1964
South elevation, camera facing north (credit: Cleveland Landmarks Commission)

Figure 3 (Continuation Sheet 3) Historic photo dated 1965
South elevation, camera facing north (credit: Cleveland State University Office of Planning,
Structural Survey Collection)

Figure 4 (Continuation Sheet 4) Stuyvesant Motor Co. Building, GIS Map

Figure 5 (Continuation Sheet 5) Stuyvesant Motor Co. Building, Google Earth Map

Attachments:

Photo Key Plans (A01-A03)
Sanborn Map, 1951

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Stuyvesant Motor Company Building

Name of Property

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County and State

Name of multiple listing (if applicable)

Section number Additional Information

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Fig. 1. Stuyvesant Motor Company Building, 1937 Prospect Avenue, Cleveland, Ohio
Cleveland Landmarks Commission
Photo dated June 11, 1962 (?)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Stuyvesant Motor Company Building

Name of Property

Cuyahoga County, Ohio

County and State

Name of multiple listing (if applicable)

Section number Additional Information

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Fig. 2. Stuyvesant Motor Company Building, 1937 Prospect Avenue, Cleveland, Ohio
Cleveland Landmarks Commission
Photo dated June 9, 1964

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Stuyvesant Motor Company Building

Name of Property

Cuyahoga County, Ohio

County and State

Name of multiple listing (if applicable)

Section number Additional Information

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Fig. 3. Stuyvesant Motor Company Building, 1937 Prospect Avenue, Cleveland, Ohio
Cleveland State University Office of Planning, Structural Survey Collection
Photo dated 1965

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 10 Page 4

Stuyvesant Motor Company Building
Name of Property

Cuyahoga County, Ohio
County and State

Name of multiple listing (if applicable)

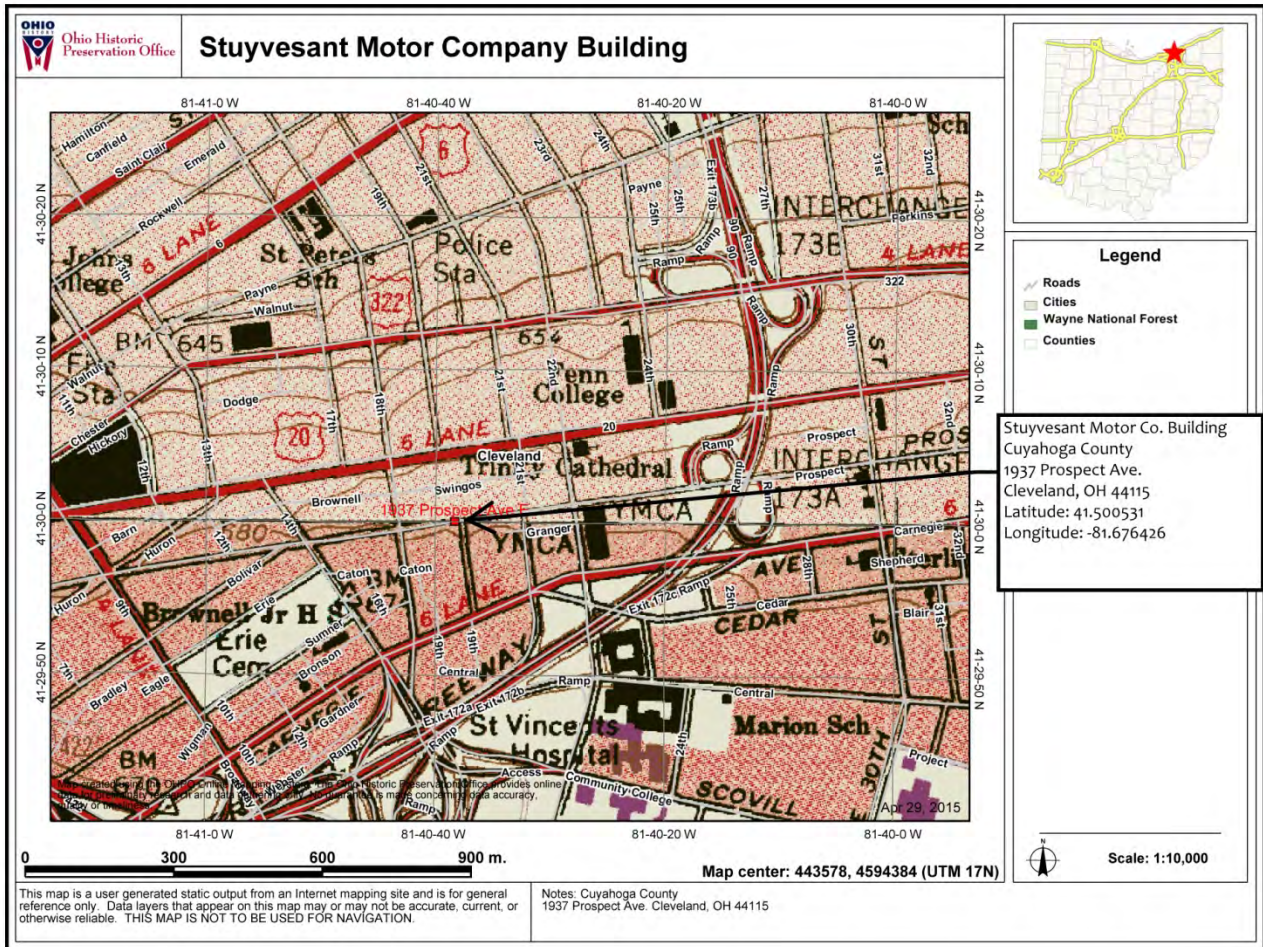


Fig. 4.
Stuyvesant Motor Co. Building
Cuyahoga County
1937 Prospect Ave.
Cleveland, OH 44115
Latitude: 41.500531
Longitude: -81.676426

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Stuyvesant Motor Company Building Name of Property
Cuyahoga County, Ohio County and State
Name of multiple listing (if applicable)

Section number 10 Page 5

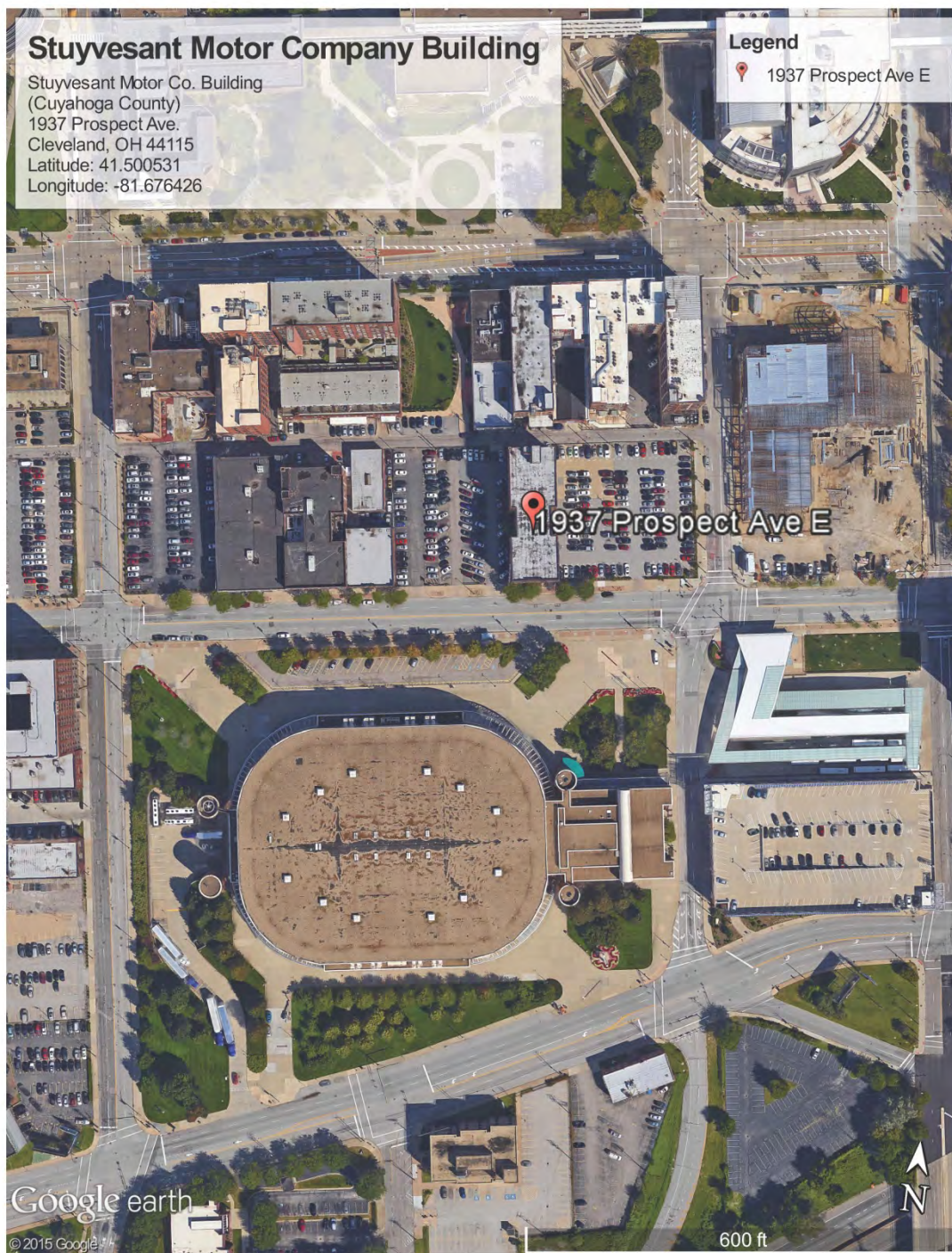
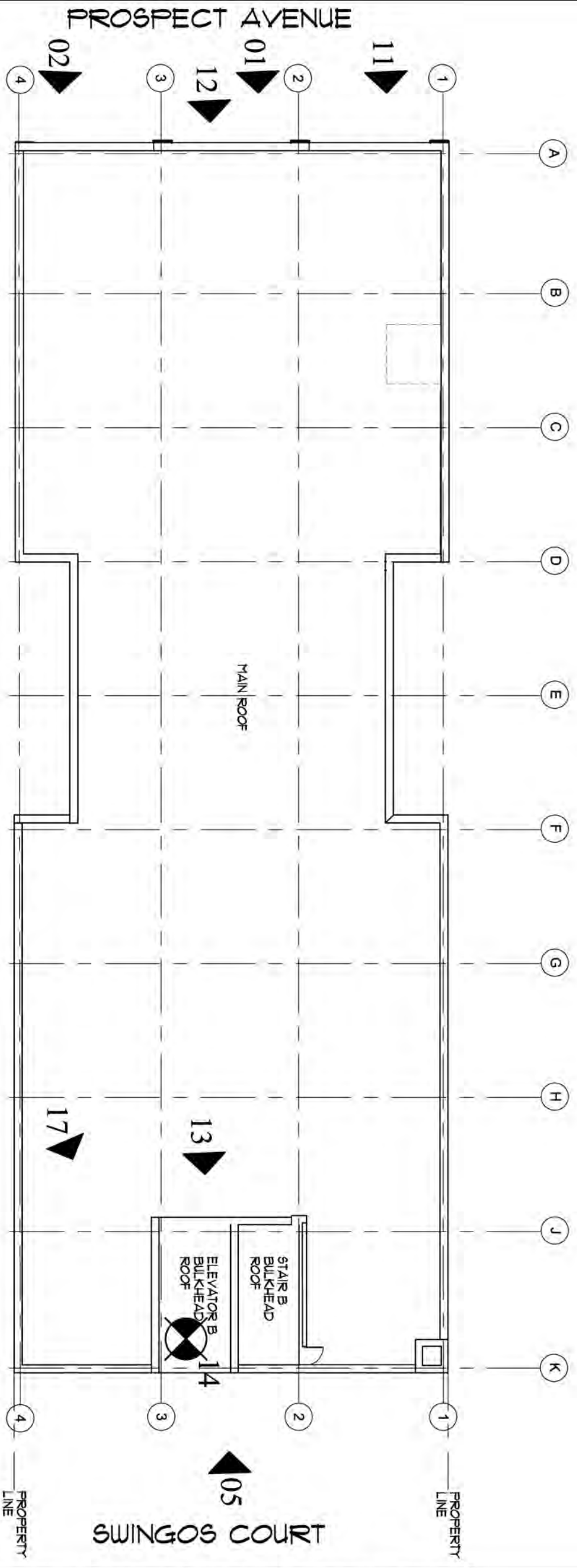


Fig. 5. Stuyvesant Motor Co. Building, Cuyahoga County, 1937 Prospect Ave. Cleveland, OH 44115
Latitude: 41.500531 Longitude: -81.676426

PHOTO KEY LEGEND:

-  00 DIRECTIONAL PHOTOGRAPH
-  00 PHOTOGRAPH LOOKING UP/DOWN

04 



03 

1 ROOF PLAN: PHOTO KEY

SCALE: N.T.S.

GRAPHIC SCALE:




STUYVESANT MOTOR CO. BUILDING

1937 PROSPECT AVENUE, CLEVELAND, OHIO 44115

Historical Architecture
Chambers Murphy & Burge

43 E. Market St. Suite 201
 Akron, Ohio 44308
 T: (330) 434-9300
 F: (330) 434-9331
 www.cmbarchitects.com

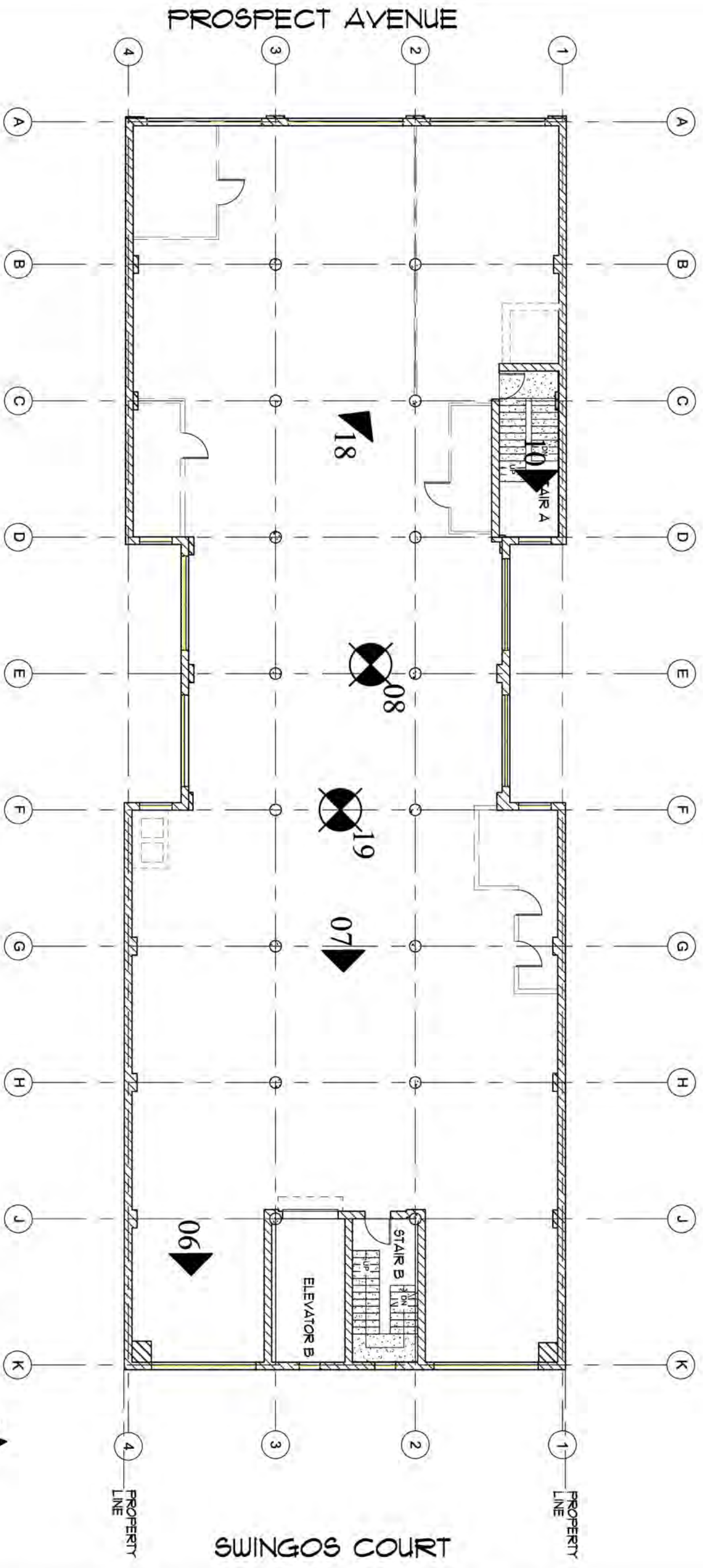
NOTICE: CONTRACTORS AND SUBCONTRACTORS SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL, STATE AND FEDERAL AUTHORITIES. ALL CONTRACTS SHALL BE SUBJECT TO THE TERMS AND CONDITIONS OF THE ARCHITECT'S STANDARD CONTRACT DOCUMENTS. THE ARCHITECT'S OFFICE SHALL BE RESPONSIBLE FOR THE DESIGN AND CONSTRUCTION OF THE PROJECT. THE ARCHITECT'S OFFICE SHALL NOT BE RESPONSIBLE FOR THE CONSTRUCTION OF THE PROJECT.

DATE: 2018-03-30

PROJECT NUMBER: 5-06
 ROOF & SITE PLAN
 SHEET NAME: A01

PHOTO KEY LEGEND:

-  00 DIRECTIONAL PHOTOGRAPH
-  00 PHOTOGRAPH LOOKING UP/DOWN



1 LEVEL 3 PLAN: PHOTO KEY
SCALE: NT.S.



STUYVESANT MOTOR CO. BUILDING
1937 PROSPECT AVENUE, CLEVELAND, OHIO 44115

Historical Architecture
Chambers Murphy & Burge

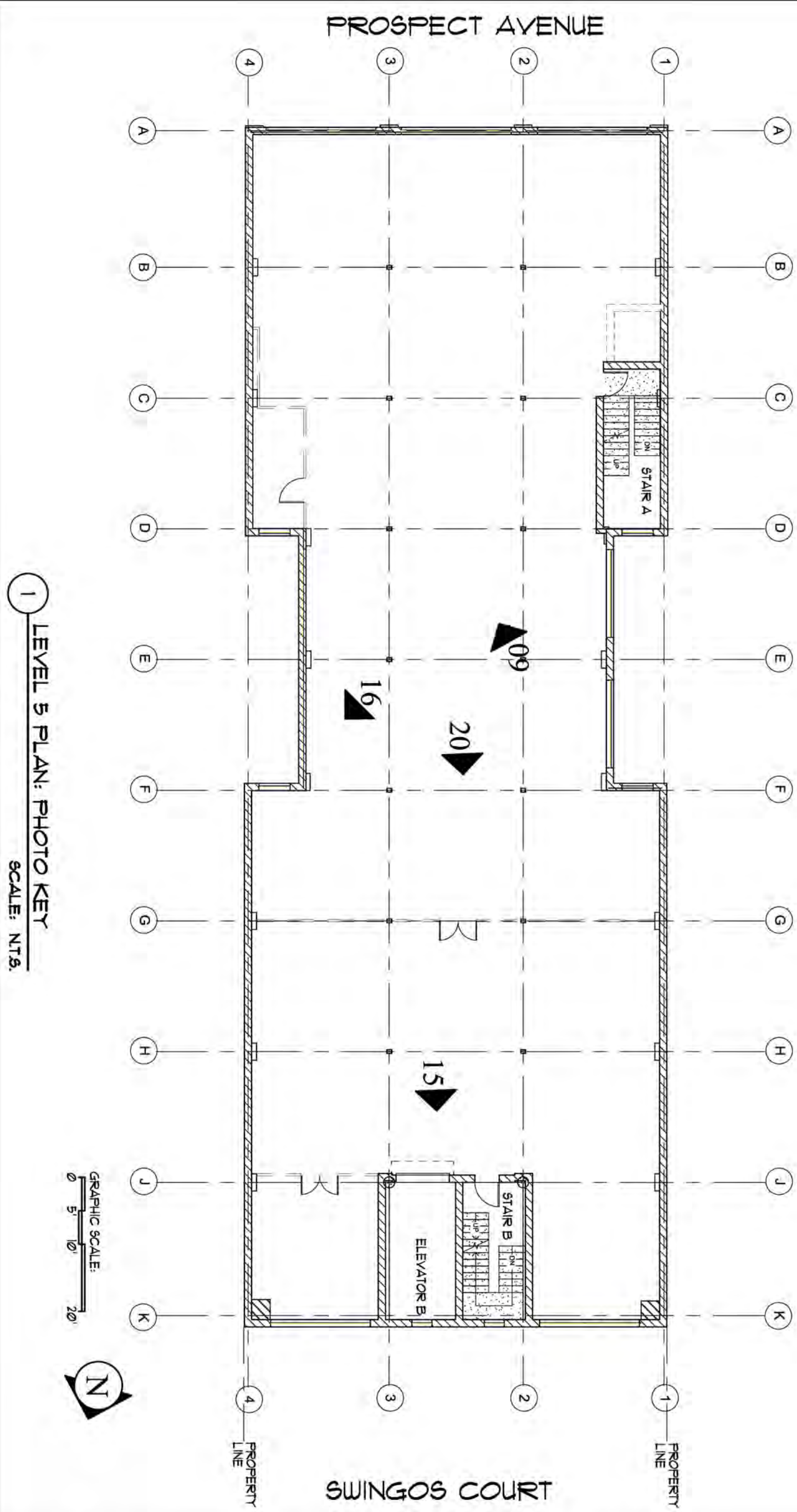
43 E. Market St. Suite 201
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DATE: 208-03-30
PROJECT NUMBER: 5-06
LEVEL 3 PLAN
SHEET NAME: A02

PHOTO KEY LEGEND:

-  00 DIRECTIONAL PHOTOGRAPH
-  00 PHOTOGRAPH LOOKING UP/DOWN



1 LEVEL 5 PLAN: PHOTO KEY
SCALE: NT.S.

STUYVESANT MOTOR CO. BUILDING
1937 PROSPECT AVENUE, CLEVELAND, OHIO 44115



43 E. Market St. Suite 201
Akron, Ohio 44308
T: (330) 434-9300
F: (330) 434-9331
www.cmbarchitects.com

NOTICE: CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE CITY OF AKRON. THE ARCHITECT'S RESPONSIBILITY IS LIMITED TO THE DESIGN AND CONSTRUCTION OF THE BUILDING AS SHOWN ON THESE PLANS. THE ARCHITECT SHALL NOT BE RESPONSIBLE FOR ANY DELAYS OR COSTS INCURRED BY THE CONTRACTOR DUE TO OMISSIONS, INADEQUACIES, OR ERRORS IN THE PLANS. ALL CONTRACT AGREEMENTS SHALL BE SUBJECT TO THE STANDARD CONDITIONS OF CONTRACT FOR ARCHITECTS AND ENGINEERS, AS PUBLISHED BY THE ARCHITECTURAL RECORD COMPANY.

PROJECT NUMBER: 5-06
LEVEL 5 PLAN
SHEET NAME: A03



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STUYVESANT

2015/02/12







2018 FEB 20

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2015/02/12





2015/02/12





2015/02/12

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Stuyvesant Motor Company Building

MULTIPLE
NAME:

STATE & COUNTY: OHIO, Cuyahoga

DATE RECEIVED: 8/07/15 DATE OF PENDING LIST: 8/28/15
DATE OF 16TH DAY: 9/14/15 DATE OF 45TH DAY: 9/22/15
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 15000612

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: Y PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: Y SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 9/22/2015 DATE

ABSTRACT/SUMMARY COMMENTS:

RECOM./CRITERIA Accept A
REVIEWER Patrick Anderson DISCIPLINE Historian
TELEPHONE _____ DATE 9/22/2015

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



RECEIVED 2280

AUG - 7 2015

Nat. Register of Historic Places
National Park Service

July 24, 2015

J. Paul Loether, Deputy Keeper and Chief, National Register
and National Historic Landmark Programs
National Park Service
National Register of Historic Places
1201 Eye St. NW, 8th Fl. (2280)
Washington D.C. 20005

Dear Mr. Loether:

Enclosed please find three (3) new National Register nominations for Ohio. All appropriate notification procedures have been followed for the new nomination submissions.

NEW NOMINATION

Mayfield Heights Historic District
Stuyvesant Motor Company Building
Newark High School

COUNTY

Cuyahoga
Cuyahoga
Licking

The enclosed disks contain the true and correct copy of the nominations for the Mayfield Heights Historic District, Cuyahoga County, OH; Stuyvesant Motor Company Building, Cuyahoga County, OH; and Newark High School, Licking County, OH nominations to the National Register of Historic Places.

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,

A handwritten signature in cursive script, appearing to read "Lox A. Logan, Jr.", with a small flourish to the left.

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

Enclosures

RECEIVED 2280

AUG - 7 2015

Nat. Register of Historic Places
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
NPS TRANSMITTAL CHECK LIST

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

The following materials are submitted on July 24, 2015
For nomination of the Stuyvesant Motor to the National Register of
Historic Places: Car Co., 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: _____