Supplementary Listing Record

NRIS Reference Number: SG100004597 Date Listed: Property Name: Standard Building, The State: OH County: Franklin This Property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation Signature of the Keeper Amended Items in Nomination: Community Planning and Development has not been substantiated for this property and is therefore dropped. The OHIO SHPO was notified of this amendment. DISTRIBUTION: National Register property file Nominating Authority (without nomination attachment)

United States Department of the Interior

National Park Service

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				RECEIVED
Historic name: The S Other names/site number		a Building		SER 2 0.7
Name of related multiple N/A		Building		NAT.
(Enter "N/A" if property	is not part of a mu	ltiple property lis	sting	
2. Location				
Street & number: 174	E. Long Street		3-3-2	
City or town: Columbus		County: _	Franklin	
Not For Publication: N/	A Vicinity:	N/A		
3. State/Federal Agend	cy Certification			
As the designated author	ity under the Natio	nal Historic Pres	servation Act, as	amended,
I hereby certify that this the documentation standa Places and meets the pro	ards for registering	properties in the	National Regist	ter of Historic
In my opinion, the prope I recommend that this pro- level(s) of significance: national				egister Criteria.
Applicable National Reg				
<u>x</u> A _B	_c _	D		
Barbara -	Owen_DHSPO	, Inventory & R	Registration 9	1/25/19
Signature of certify	ying official/Title:		Da	ite
Ohio Historic Pres	ervation Office. C	hio History Co	nnection	
State or Federal ag	gency/bureau or 1	ribai Governm	ent	
In my opinion, the p criteria.	property meets	does not me	et the National I	Register
Signature of comm	enting official:		Da	ate
Title :			nte or Federal a Tribal Governo	

Standard Building Name of Property	Franklin County, Ohio County and State	
	,	
4. National Park Service Certification		
I hereby certify that this property is:		
ventered in the National Register		
determined eligible for the National Register		
determined not eligible for the National Register		
removed from the National Register		
other (explain:)		
	,	
Disa Deine	10/28/19	
Signature of the Keeper	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 resource)		
Contributing1	Noncontributing 0	buildings
		sites
		structures
		objects
1	0	Total
Number of contributing resources previo	ously listed in the National	Register <u>0</u>
6. Function or Use Historic Functions		
(Enter categories from instructions.) <u>COMMERCE/business</u>		
Current Functions (Enter cotagories from instructions)		
(Enter categories from instructions.) COMMERCE/business		

Standard Building	Franklin County, Oh	
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7. Description		
Architectural Classification		
(Enter categories from instructions.)		
LATE 19 TH AND EARLY 20 TH CENTURY AMERICAN MOV	/EMENTS:	
COMMERCIAL STYLE		
Materials: (enter categories from instructions.)		

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with **a summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Principal exterior materials of the property: ____BRICK; STONE_

Summary Paragraph

The Standard Building is a six-story, masonry-clad reinforced concrete building with a rectangular footprint at the northeast corner of East Long and North Fourth streets, on the edge of the central business district of Columbus, Ohio. Completed in 1917, the Standard Building features a tripartite, columnar arrangement that is representative of Commercial Style buildings from the early 20th century. Its two-story base is clad with sandstone and capped by a bracketed stone band, with flat arches over the second story windows and wide storefront openings separated by stone piers, all with wide and deeply recessed joints that emphasize the dimensions and pattern of the stone blocks. The building's shaft is faced with red brick laid in a Flemish bond pattern, with a bracketed cornice topping the building. The south and west façades were previously covered by non-historic metal panels, which have since been removed to uncover the historic materials. The building's original form remains intact, as do the majority of historic masonry details. Only the cornice has lost some of its historic material, but even it retains all of its historic dentils and the lower portions of all brackets. All exterior masonry has previously been covered with a thin dark coating, but the brick's Flemish bond pattern and all decorative historic detail remains plainly evident and fully expressed. The original fenestration is also intact, with historic window and storefront openings preserved in their original configuration, despite removal of the windows and storefronts themselves and the creation of a non-historic recessed entry at the southwest corner. The interior office spaces have experienced modifications over time to accommodate changing tastes and tenants, but the primary historic stair remains intact and includes a decorative metal railing, marble treads and wainscot, and decorative plaster crown molding. Decorative historic plaster details also remain at perimeter walls, elevator lobby

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ceilings on each floor, and around the original flared concrete column capitals. The Standard Building therefore retains its most distinctive historic features, including its overall form and character, exterior masonry details, window fenestration patterns, the entirety of its primary historic stair, and interior decorative plaster details throughout the public and office areas. With all of these features intact, the Standard Building clearly conveys its historic appearance and

Narrative Description

character.

The Standard Building - which was originally known as the Gugle Building and later the Blue Cross Building (beginning 1955) - occupies the northeast corner of E. Long and E. Fourth streets in downtown Columbus, Ohio, approximately four blocks from the Ohio State House. The site lies at the edge of the central business district, where it begins transitioning toward the lower scale buildings of the warehouse district to the north. Once densely developed with a mixture of dwellings and low-rise commercial buildings, the surrounding blocks are now largely occupied by surface parking lots, but isolated historic buildings remain from the late 19th and early 20th centuries. The Standard Building's site is representative of this broader context, with a large surface lot directly north and a 2-story commercial building from the early 20th century to the east, the latter separated from the Standard Building by another small surface lot where a building once stood.

Constructed in 1917, the Standard Building has a rectangular footprint and is six stories tall, with a first floor that is taller than floors 2-6. The primary façades facing Long (south) and Fourth (west) streets demonstrate the hierarchical design of many early 20th-century Commercial Style buildings, emulating the base, shaft, and capital of a column (Photos 1-2). The first and second floors feature sandstone facing with deeply recessed joints and decorative flat arches above the second-floor windows, capped by a denticulated stone band separating the base from the shaft (Photos 3-4). Typical upper floors are clad in brick, with bracketed sandstone sills. Ghost marks above the windows suggest they historically included stone lintels as well, but any such lintels were removed when non-historic metal cladding was installed on the façade. The "capital" of the Standard Building facades begins just below the 6th-floor windows, separated from the typical floors below by a simple sandstone belt course, framed by sandstone quoins on the street-facing corners, and capped by a decorative bracketed cornice (Photo 4). The projecting portion of the cornice and the upper portions of each bracket were removed to accommodate installation of the non-historic metal cladding, but the lower portions of all brackets remain to define its configuration and character. A thin dark coating has previously been applied to all exterior masonry, but the historic materials and details remain clearly expressed and the façades continue to reflect their historic design and appearance.

Each of the Standard Building's primary façades includes four bays, all of similar width except for the easternmost bay on the south façade, which is roughly half the width of the others. Each bay consists of a single storefront opening at the first floor, except that the northernmost opening on the west façade is subdivided with a minor pier to accommodate an exit door at the north end. The second floor also features a single wide window opening in each bay, matching the width of

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the storefronts below. Floors 3-6 include a pair of window openings separated by brick piers and spandrels in each bay, except at the narrower bay at the east end of the south façade, which has only one opening per floor. Non-historic aluminum windows were installed in all window openings when the metal façade was applied, so no historic windows remain. All storefronts have also previously been removed, with solid stone installed in the majority of openings and non-historic storefronts at the southwest corner, set back from the exterior piers to create a recessed entry occupying a portion of the original interior footprint (Photos 5, 13).

Secondary elevations on the north and east sides are comparatively far plainer than the south and west sides (Photo 7). The reinforced concrete structure is expressed on the north elevation, with common brick infill between the concrete columns and beams, although all has been covered with the same dark coating on the primary façades. The north elevation has 4 bays across the rear, with the third bay from the east recessed to accommodate a metal fire escape accessible from floors 2-6. The second and fourth bays include a single window opening at each of the upper five floors (2-6), but the first bay includes a window opening on floors 3 and 5 only. All existing windows are contemporary replacements. A single contemporary glass entry door with sidelights was installed on the first floor, in the second bay from the east, along with a fabric awning and two non-historic windows above. The east elevation is similar, except that a large area is windowless and now coated with stucco, evidencing the fact that it was historically abutted by another building. It does include two window openings on each upper floor (2-6) at the north end of the elevation, with one additional opening at floors 3 and 6. All existing windows are non-historic replacements.

The interior plan of the Standard Building is configured similarly on all floors. The historic vertical circulation core remains in the southeast corner, with two passenger elevators and an adjacent decorative stair. (Photos 8-12, 14, 16) A common bathroom core is also centered on the north wall of each floor, and the north fire escape provides a secondary emergency exit. No evidence of historic corridors remains on any floor, all of which have experienced multiple modifications over time for changing tenants, and non-historic walls and dropped acoustical tile ceilings finishes have been introduced throughout the office interiors (Photos 18-23).

Despite the introduction of non-historic walls and finishes, the Standard Building retains a substantial amount of historic interior fabric. The primary historic stair is its most prominent feature, with its decorative metal railing, marble treads and wainscot at the first and second floors, and hexagonal tile landings at upper floors (Photo 11). Historic plaster ceilings remain largely intact, with decorative detailing at the perimeter walls and around historic concrete columns throughout the building (Photos 19-22).

Lower Level

The lower level of the Standard Building is predominately unfinished basement space that is largely unchanged since the period of significance, although a bathroom and other amenities were added in the latter half of the 20th century. The basement features wide rooms and exposed concrete columns with flared capitals. Impressions of the wood board forms used when setting the concrete in the original construction are apparent. The poured concrete floor is uncovered in

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every space but the corridor, which has been covered with asbestos tile. Demising walls are constructed of ceramic block and brick that has been parged with plaster or concrete.

First Floor

The lobby and office spaces on the first floor retain decorative column capitals and original painted plaster ceilings with decorative trim, although they are currently concealed above dropped ceilings. The historic stair in the southeast corner remains intact, with a decorative metal railing and pink marble wainscot and treads (Photos 9-10).

Floors 2-6

The historic southeast stair continues up all floors of the building. Marble treads and decorative railings continue up to the second-floor landing, where the stair transitions to a simpler metal railing and hexagonal tile landings, which are also historic and intact. Floors 2-6 maintain a significant amount of historic interior fabric and character: historic concrete columns retain flared capitals with plaster details, complemented by plaster crown molding around each capital and along all perimeter walls (Photos 17-22).

Integrity

The Standard Building exhibits all seven aspects of historic integrity. It is in its original location, and despite substantial demolition having occurred in surrounding blocks, several historic buildings from the same period remain and reflect a sense of its historic setting. The Commercial Style design of the façades remains clearly evident in their tripartite vertical organization and simplified classical details. With the vast majority of exterior masonry remaining, along with the decorative historic stair and interior plaster details, the building also retains integrity of materials and workmanship, with the latter further expressed in the use of reinforced concrete construction (at the time, while still not commonly used, definitely chosen for its fireproof characteristic). The remaining historic exterior and interior design details support the building's integrity of feeling, and reflect the building's historic character and appearance. The building is clearly recognizable as an early 20th-century office building and fully reflects its association with the development of a taller mid-rise office building in a location that then featured numerous dwellings and low-rise commercial buildings.

Standard I			
Name of Pro	perty	County and State	
8. St	taten	ment of Significance	
	"x"	le National Register Criteria in one or more boxes for the criteria qualifying the property for National Register	
X	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.	
		asiderations	
(Mark	"x"	in all the boxes that apply.)	
	A.	. Owned by a religious institution or used for religious purposes	
	В.	. 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 COMMERCE	County and Claic
Period of Significance 1917-1955	
Significant Dates 1917 Significant Person (Complete only if Criterion B is marked above.)	
Cultural Affiliation	
Architect/Builder Charles W. Schneider & Son, contractors	

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Statement of Significance Summary Paragraph

The Standard Building is significant under Criterion A, in the area of community planning and development and Commerce at the local level of significance, for its representation of historical trends in the development of downtown Columbus during the first half of the 20th century. Completed in 1917, the building is representative of a period of substantial growth in Columbus, with the city's population nearly doubling from 125,000 to 237,000 between 1900 and 1920. Construction of the six-story Standard Building, a modern multi-tenant office building marketed to prominent local and national tenants, was an outlier in the northeast quadrant of downtown during this period. The site's surrounding blocks were largely occupied by dwellings and smallscale neighborhood shops in the early 20th century, with some warehouse and light manufacturing uses reflecting its proximity to the more concentrated warehouse district just a few blocks north. The Standard Building was relatively far removed from the primary commercial core around Capital Square, where most similar office buildings were then located, and suggests an attempt by the building's original developer, George L. Gugle, to capitalize on the changing character of the neighborhood and capture a piece of the downtown office market outside the traditional footprint of Columbus' central business district. The legitimacy of that effort was bolstered by Gugle securing the Columbus district office of Standard Oil as his anchor tenant, with their commitment to lease the building's top two floors noted in the first public announcement of Gugle's intent to construct the building. The Standard Building's qualities appear to have made it a successful commercial building for decades, as evidenced by a variety of local and national tenants having long tenures in the building, joining Standard Oil itself who remained in the building until 1955. The design and construction of the Standard Building is also reflective of its historical period and context. The classically detailed brick and stone exterior and decorative interior plaster work conveyed the desired character of a prominent and firmly rooted downtown office building, but with a state-of-the art fireproof reinforced concrete frame that embraced technological innovation and modern construction techniques. The Standard Building was purchased by Blue Cross in 1954 and remodeled for their sole use, marking the end of the period of significance as the building parted ways with the anchor tenant who drove its initial development and transitioned from a multi-tenant developer-owned building to an owneroccupied corporate headquarters.

Narrative Statement of Significance

Columbus was growing rapidly during the early 20th century, with the city's population growing from 125,000 in 1900 to 181,000 by 1910 and then to 237,000 in 1920. Its prominence as the state capital had been met or eclipsed by its status as a transportation hub, particularly after the development of railroads, and the city developed a strong industrial and commercial economy. As illustrated on the 1899 Baist's Real Estate Atlas, Columbus's downtown core at the turn of the 20th century was compact and centered on Capitol Square at State and High Streets, with a spine of commercial development extending north and south along High Street. The northeast quadrant of the central city transitioned quickly to smaller scale neighborhood commercial and

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multi-family residential buildings in the area bounded roughly by Lynn, Pearl, Spring and Lazelle streets, and was largely characterized by detached residential dwellings in the area north of Gay Street and east of Lazelle Street. The northern boundary of the area was defined by the city's primary rail hub on the north side of Naughten Street, which included the main passenger station in Union Depot as well as numerous freight depots, with some manufacturing bleeding south into the residential areas. Residential development continued east all the way to Franklin Park, gradually growing less dense and more suburban in character.

Columbus's growing population and economy drove a corresponding physical expansion of the commercial core during the first decades of the 20th century, and the residential areas in the northeast quadrant of downtown gradually gave way to growing industrial and warehouse development pushing down from the north and growing business development expanding north and east from the historic core at Capitol Square. The area's transition during this period is clearly apparent in a comparison of Baist's Real Estate Atlas of Columbus and Vicinity, Ohio for 1899, 1910, and 1920, which illustrates the change along Fourth Street from mostly residential with some mix of industrial and commercial in 1899 and 1910 to much more heavily autooriented businesses and mix of commercial and industrial and some remaining residential by 1920. What is very evident is that during this time period Fourth Street marked a transition between the more traditional downtown center city around Capital Square and spreading out to the west, north, and south and the still lingering residential nature of the area east of Fourth roughly between Gay and Town streets, and the more industrial, auto-oriented, and warehouses located to the north and east of downtown to the railroads. As the city's central business district grew and edges like the Fourth Street corridor transitioned to accommodate the changing character, speculative office buildings such as the Standard Building were built.

In 1910, the Baist map shows that the northeast corner of Fourth and Long Streets was occupied by a detached 2-story dwelling, the same house that had been there since sometime before 1891. There were roughly another dozen detached houses remaining on its block (bounded by Fourth, Long, Fifth and Spring). Consistent with the changing neighborhood, however, while the entire block had been dwellings as recently as 1901, by 1910 lots at the corner of Fourth and Spring and Fifth and Long had been redeveloped with small scale commercial buildings.

This is presumably similar to what George L. Gugle (b. 1874) would have found on the block when he purchased the property at the corner of Fourth and Long Streets sometime prior to 1917. Gugle was a third-generation resident of Columbus, with his grandfather Lawrence Gugle (d. 1899) having immigrated to Franklin County from Germany (via Pennsylvania) in 1827 and establishing a blacksmith shop. George Gugle's father John (1849-1893) was also a local blacksmith, and George also practiced the trade to support his family after his father's untimely death. George also pursued a legal career, however, and was awarded Bachelor of Philosophy and Bachelor of Law degrees from Ohio State University in 1894 and 1896, respectively. After being admitted to the bar, George Gugle entered partnership with J.K. Richards – the retiring Attorney General of Ohio – in 1896 and participated in litigation that contributed to the

¹ William Alexander Taylor, *Centennial History of Columbus and Franklin County, Ohio, Volume 2* (Columbus, OH: 1909): 372-373.

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establishment of title insurance companies in Ohio. Gugle himself then went to Cleveland in 1898 to establish the state's first title insurance company, assisting with creation of a Cincinnati branch in 1899 that was named Guarantee Title & Trust Company. He established a Columbus branch in 1900 and converted it to a separate company in 1905 – also named Guarantee Title & Trust Company – where he served as secretary and treasurer.²

There is no record of Gugle's explicit intent when purchasing the site at Fourth and Long, but his occupation would have provided extensive knowledge of the local real estate industry, and one can presume it was undertaken as a speculative investment in an area then transitioning to more dense development for commercial uses. Despite the changing character of the area, however, the development of 6-story modern office building intended for prominent local and national businesses remained atypical for the area in the mid-1910s. Taller buildings built during this period were mostly located closer to the downtown center and Capital Square - like the 6-story Central Union Telephone building, constructed in 1906 at Third and Lynn Streets, or the 5-story H.C. Godman Company (NR 2018) built in 1916 at Fourth and Lynn - tended to be purpose built by owner-occupants as opposed to real estate developments by speculative investors.

Securing Standard Oil's Columbus headquarters as an anchor tenant was likely a key factor in Gugle's decision to construct the building. There is no known connection between Gugle and Standard Oil or its Columbus district office, but in January 1917 it was announced that they would be occupying the top two floors of a 6-story reinforced concrete building to be constructed at Fourth and Long.³ The same announcement identified the building's contractor as Charles W. Schneider & Son, a company engaged primarily in the construction of factory buildings, and indicated that one of their large contracts was "the building of a number of plants for the Standard Oil Co. throughout Ohio." The engagement of a Standard Oil-affiliated contractor further reinforces the assumption that the company was influential on the initial development of the building and engaged in its original design and construction.

Although the commitment of Standard Oil filled 40% of the office area, and that company's name recognition and prominence likely lent the building credibility in the eyes of other prospective tenants, Gugle still needed to fill the remainder of the office space and the first-floor storefront spaces. The office space was initially filled mostly by insurance companies, which makes sense given Gugle's connections to that industry. On the first floor, the growing automotive industry was clearly a target from the beginning, as the January 1917 announcement indicated that the building would "contain three storerooms suitable for automobile sales rooms." However, early first-floor tenants were more service oriented, including a branch of The Athletic Club Pharmacy – who announced their tenancy in a February 1918 advertisement in the Columbus Dispatch, with a public contest to choose a new name (Figure 11) – and a "highclass restaurant" that reportedly leased the last remaining storeroom space in April 1919.⁶

² William Alexander Taylor, Centennial History of Columbus and Franklin County, Ohio, Volume 2 (Columbus, OH: 1909): 372-373.

³ "Build Many Factories," *Columbus Dispatch*, 13 January 1917: 7.

⁴ "Build Many Factories," *Columbus Dispatch*, 13 January 1917: 7. ⁵ "Build Many Factories," *Columbus Dispatch*, 13 January 1917: 7.

⁶ "Broad and Grant Corner is Sold," Columbus Dispatch, 6 April 1919: 54.

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In time, the Standard Building did attract tenants from the automotive industry, as the surrounding blocks witnessed the arrival of several automobile dealers, service stations and other supporting businesses in the 1920s. Two storerooms in the Standard Building were used for the sale and service of DeSoto motor cars beginning in 1930, replacing a new and used car dealership owned by E.M. Mayer, which had been operating in the Standard Building but was moving to the McGrath garage building at 253 East Broad Street. The first floor was also occupied for many years by Lancaster Tire and Rubber Company. 8

In addition to retaining Standard Oil for several decades, several other companies housed their offices in the Standard Building for extended terms during the historic period. On June 1, 1933, George L. Gugle sold the building to a group of three women – Grace B. Cook, Ida C. Hamilton and Clara C. Stout – who turned management of the property over to Feibel Brothers Realty Company. Feibel Brothers Realty was an endeavor of Julius C. Feibel and Louis A. Feibel, who entered the real estate business around 1920, after running a Columbus department store for the 20 years prior. They gradually expanded their real estate management, appraisal and insurance services and eventually incorporated in 1935, at which point the Standard Building was among their most prominent properties under management, along with the Dispatch Annex at 70 North High Street, the Ironsides Building on East Broad Street, the Hi-State Building at Long and Front Streets, and the Payne Building at Fifth Avenue and High Street. 10

When Feibel Brothers took over management of the Standard Building, they inherited two large office tenants – Standard Oil and National Life and Accident Insurance Company, with the ground floor occupied by Meisel Tire Co., Barrow Picture Frame Co. and the Stewart-Warner Co. ¹¹ They reportedly planned several improvements in the office spaces to maintain the building "among the up-to-date and modern office buildings in Columbus." Subsequent office leases were tracked in the Columbus Dispatch, with Feibel Brothers offering regular updates. Standard Oil extended their lease in October 1934, followed by a January 1935 extension of another existing lease to Harding's Magazine publishing headquarters. Two additional insurance companies signed leases in 1935, including Cincinnati Mutual Life Insurance in May and the Chicago-based United Insurance Company in October, both of which were opening their first Columbus offices. Hoover Company followed in September 1937, leasing space on the second floor for a local factory branch, as well as additional space on an upper floor for an assembly room, remaining in the building into the late 1940s. ¹³ Media Records Inc. – a New-York based company that analyzed newspaper advertising as a service to publishers – leased the entire fifth floor in March 1939 and later expanded in 1949 to take most of the fourth floor as well. ¹⁴

⁷ Evan R. Roberts, "Real Estate," *Columbus Dispatch*, 27 July 1930: 49.

⁸ Columbus City Directories. Various Years. Columbus Metropolitan Library.

⁹ "Gugle Building Now Under New Management," Columbus Dispatch, 30 June 1933: 28.

¹⁰ "Feibel Bros. Realty Group is Incorporated," *Columbus Dispatch*, 25 January 1935: 38.

¹¹ "Gugle Building Now Under New Management," Columbus Dispatch, 30 June 1933: 28.

¹² "Gugle Building Now Under New Management," Columbus Dispatch, 30 June 1933: 28.

¹³ "Hoover Company Leases New Office Space," Columbus Dispatch, 30 September 1937: 25.

¹⁴ "Media Records Inc. Takes Five-Year Lease," *Columbus Dispatch*, 16 March 1939: 20.

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Another insurance company – Washington National Insurance Co. – arrived in August 1939, relocating to the Standard Building from the Grand Theater Building, where they had been for the prior 18 years. ¹⁵ Around the same time, E.I. DuPont de Nemours & Co. opened a store in the first floor to sell automotive paints, expanding to an adjoining space in January 1941. ¹⁶

When a Mill End Shop leased a storeroom in November 1941, a notice in the *Columbus Dispatch* announced that the Standard Building was then 100 percent leased. The article noted that since the Feibel Brothers had assumed management, the building had been "completely remodeled and redecorated, has had an additional elevator installed." ¹⁷ The building appears to have sustained this success, as announcements in the 1940s tended to focus on the extension and/or expansion of existing leases, including Standard Oil, Hoover Company, Media Records Inc. and DuPont. A few notable new tenants did arrive, such as the Oil Well Supply Co., a subsidiary of United States Steel Corp. who moved their offices to Columbus from Oil City, Pennsylvania in October 1942 and chose the Standard Building for their offices. ¹⁸

The sustained tenancy of numerous tenants, including several national companies for whom the Standard Building was their only Columbus location, is a testament to the building's long-term success in the local downtown office market. It remained a desirable office building in November 1954, when it was purchased by Central Hospital Service, to house the expanding operation of their Blue Cross Hospital Care Plan. ¹⁹ The company renamed it the "Blue Cross Building" and after remodeling took occupancy in September 1955. This transition to an owner-occupied single-tenant building marks the end of the Standard Building's period of significance as a speculative office building operated as an investment property.

Standard Oil of Ohio Columbus District Office

Following the landmark 1911 Supreme Court ruling on the illegality of absolute monopoly over any given market, the Standard Oil Company – originally founded in 1870 by John D. Rockefeller and Henry Flagler in Cleveland, Ohio – split into seven "sister" companies, one of which was Standard Oil of Ohio. Standard Oil of Ohio in turn managed four regions, or "divisions," in the state: Toledo Division, Cincinnati Division, Cleveland Division, and Columbus Division, the last of which was the largest. ²⁰ The Columbus Division alone was comprised of 24 full counties, and portions of 7 additional counties shared with the other three divisions. The Columbus Division was predominately engaged in regional marketing: advertising, endorsement, and various business arrangements with other companies, and also oversaw operations of the numerous "Sohio" branded filling stations in its territory. Originally located in the industrial Milo-Grogan (or "Milo"²¹) area of Columbus, the company moved to Fourth and Long upon construction of the Standard Building in 1917.

¹⁵ "Insurance Firm Leases New Quarters," Columbus Dispatch, 3 July 1939: 9.

¹⁶ "DuPont Store Takes Additional Space," *Columbus Dispatch*, 5 January 1941: 21.

¹⁷ "Mill End Shop Signs Lease," Columbus Dispatch, 23 November 1941: 39.

¹⁸ "Quarters Are Acquired in Standard Building," Columbus Dispatch, 18 October 1942: 28.

¹⁹ "Hospital Service Buys Long and 4th Building," *Columbus Dispatch*, 14 November 1954: 62.

²⁰ "New Division Alignment." The Sohioan. March 1929.

²¹ "Say! Old Timers" The Sohioan. May 1929.

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Beneath the Standard Oil of Ohio banner were four areas: the Board of Directors, which included long-time president W. T. Holliday, the General Office located in Cleveland, Ohio, the Manufacturing Department, and the Sales Department, under which the Columbus Division functioned. In addition to the sixth floor occupation, Sohio periodically assigned and reassigned departments to other office space within the building. The structure within the Standard Building was constantly in flux: the Tabulating Department, Statistical Department, Order Department, Personnel Department, Credit Department, Bookkeeping, and other functions would intermingle, interchange, and shift with such rapidity that *The Sohioan*'s most frequent regional updates included notations on these shifts in use and company strategy. C.H. Fowle, the most beloved division manager of the Columbus District, oversaw the busy shifting with a keen eye until his retirement in 1930, so much so that it was frequently commented that "Columbus Office is a fine place to work."²²

In all enterprises, Sohio endeavored outreach. An "Every Sohioan a Salesman" campaign was at the forefront of enabling the company to function on a human scale for contemporary wants and needs in its advertising strategies. "Every Sohioan a Salesman" stressed the importance of every employee working for the company in endorsing Sohio's interests and products with friends, family, and neighbors on top of commercial consumers. A 1929 publication of the company's bulletin featured an article titled "The Goal In Sohio Advertising," which emphasized personable representatives and stoking public interest in what is "new." At its zenith, Sohio produced more than gasoline, including oil by-products such as cleaning supplies, tools, and bath soaps. This diversification of the product line was by all accounts a strategy at becoming both more competitive and an active household name, and the tactic was strenuously pushed by the advertisers at the company to its employees in the monthly publications. Conscious of future prospects and intent on remaining at the top of the automotive- and air-travel game, Standard Oil of Ohio looked forward in every respect.

By December of 1932, Sohio's success was tempered by the Great Depression and required further subdivision for simplicity in management: 13 new, smaller divisions were proposed and executed, all of which reported to the Head Office in Cleveland, Ohio, but the Columbus Division's headquarters remained at the Standard Building. The divisions purportedly included the original four (Columbus, Cleveland, Cincinnati, and Toledo), but the other nine divisions remained nameless. After this split, the organization of the *Sohioan* bulletin no longer outlined individual districts and their respective goings-on. It can be gleaned from the *Sohioan* that the thirteen new divisions were relatively similar in size and function.

The company gained traction again by investing in airplanes set to fly out of the Port of Columbus²⁵ in addition to automobiles and, by the 1940s, military contracts - during which all Sohio employees and representatives in every division were encouraged to tout the versatility and usefulness of Sohio products and investments. Sohio's adaptation to the cutting-edge

²² "Division Managers". The Sohioan. March 1929.

²³ "Wanted: 5000 Sohio Salesmen – Previous Experience Unnecessary". The Sohioan. July 1932.

²⁴ Atwood, Raymond. "The Goal In Sohio Advertising". The Sohioan. July 1929.

²⁵ "Wright Brothers Used Standard Oils in First Airplane Flight". The Sohioan. December 1929.

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technologies and rapid mechanical advancement that defined the early 20th century set the standard for marketing strategies, community involvement, and a company culture that would influence the divisions it occupied and the public with which it interacted in the decades that followed. By 1950, the Columbus division of Sohio employed 412 persons and served a six county area, operating 29 service stations, and supplying 262 independent dealers²⁶.

When Standard Oil's Columbus District left the Standard Building in 1955, the Columbus District office was entirely shut down, with its functions and employees reconsolidated into a more cohesive unit at the headquarters in Cleveland. Similar moves were enacted at the Toledo and Cincinnati branches, as it was believed the Cleveland headquarters was the most accessible hub and restructuring the company would assist in the consolidation of control. Sohio brand service stations and gas stations would remain in the former districts and continue to function as normal. It is evident through the rapid expansion and subsequent devolution of the company's growth that Sohio reached the peak of its productivity and cultural relevance in the early to mid-20th century, and by the 1960s it had merged with British Petroleum and begun a rebranding process.

Conclusion

From its initial development, design and construction in 1917, and through its ongoing operations during the first half of the 20th century, the Standard Building is representative of broader trends in the development of downtown Columbus. The timing and location of its development reflect the changing character of downtown during the early 20th century, as the city's commercial core expanded into formerly residential areas to accommodate rapid economic and population growth.

The six-story Standard Building stands out in its location at Long and N. Fourth as a speculative office taller mid-rise building within the mix of mostly low scale buildings of more auto-related commercial and remaining industrial uses. The Standard Building reflects the transitional nature of the Fourth Street corridor defining an edge to Columbus's growing center city during the first half of the 20th century. A block north of the Standard Building is the 1908 Engine House No. 16 (NR: 95000580) at 260 N. Fourth. Next door to the Standard Building is the 1916 Winders Motor Sales Company, an early downtown automobile dealership recently nominated to the National Register.

The eight other individual buildings listed in the National Register along Fourth Street are all located further south and closer to the Capital Square downtown core and older southern portion of downtown. Five are located south of E. Broad Street, the main east-west corridor through downtown and four blocks south of the Standard Building's location. The oldest, the two-story Zettler Hardware and Grocery (NR: 14000354) dates to 1880 and along with the 1911 5-story Stoddart Block (NR: 94000237) that originally housed a furniture store reflect the predominantly German business district concentrated in the southern portion of downtown. Located near these two buildings at South Fourth and Main streets is the 6-story Hartman Hotel (NR:

²⁶ Columbus Dispatch (Published as Columbus Evening Dispatch), January 14, 1950

Standard Building

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SG100002877) completed in 1898. Also on South Fourth, roughly three blocks south of Capital Square is the 1902 United States Carriage Company (NR: 15000325), a 5 story building reflecting the small scale industrial use blending in with the downtown urban scale. The Griswold Memorial YWCA (NR: 93000671) at 65 S. Fourth was constructed in 1929 and is located two blocks east of Capital Square. Along North Fourth Street the 4-story Masonic Temple (NR: 97000201) first built in 1899 with additions in 1913 and 1935 is similarly located within a two block distance from Capital Square. Across the street from the Masonic Temple is the 1916 H. C. Godman Building (NR: SG100002552) a 5 story brick office building built as the administrative and sales offices for a shoe manufacturer.

The Standard Building illustrates the significance of its function as a speculative office redefining the downtown edge. The building's ability to attract and retain the regional headquarters of Standard Oil and other notable companies over several decades demonstrates that the location and building were and remained viable and contributed significantly to the local office market for an extended period of time. The Standard Building is therefore significant under Criterion A, in the area of community planning and development and commerce at the local level of significance.

Standard Building

Name of Property

Franklin County, Ohio
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9. Major Bibliographical References

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Name of Property

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The Sohioan. February 1933.

The Sohioan. March, July 1934.

The Sohioan. January-April 1935.

The Sohioan. October-November 1936.

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andard Building		Franklin County, Ohio
ne of Property		County and State
D 1 1 4 4 60	(AIDC)	
Previous documentation on fil	e (NPS):	
X preliminary determination	of individual listing (36 CFR 67) has	been requested
previously listed in the Na	tional Register	•
previously determined elig	tible by the National Register	
designated a National Hist	oric Landmark	
	rican Buildings Survey #	
recorded by Historic American Engineering Record #		
recorded by Historic Amer	rican Landscape Survey #	_
Primary location of additional	data:	
X_ State Historic Preservation	n Office	
Other State agency		
Federal agency		
Local government		
University		
Other		
Name of repository:		
10. Geographical Data		
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2. Latitude:	Longitude:	
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4. Latitude:	Longitude:	

andard Building me of Property		<u> </u>	Franklin County, Ohio County and State
Or			country and class
UTM References			
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Verbal Boundary Descr	i ption (Descri	ibe the bounda	aries of the property.)
1 1	et to the south,	, N. Fourth St	klin County Parcel #010-018897-00), reet to the west, an unnamed alley to the e Figure 3).
Boundary Justification (Explain why	the boundarie	s were selected.)
The proposed boundary in Building.	ncludes all pro	perty historic	ally associated with the Standard
11. Form Prepared By			
name/title: Peter Ketter	, Alex Green	& Matthew Sa	andvick
organization: <u>Sandvick</u>			
street & number: 1265			
			Ohio zip code: 44113
e-mail <u>agreen@sandvi</u> telephone: <u>216-621-80</u>		OIII	_
date: August 24, 2018	<u> </u>		

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.)

Standard Building

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Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Standard Building

City or Vicinity: Columbus

County: Franklin State: Ohio

Photographer: Alex Green

Date Photographed: January 2019

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

Photo #1 (OH_FranklinCounty_StandardBuilding_0001) Southwest oblique, building and setting, camera facing northeast

Photo #2 (OH_FranklinCounty_StandardBuilding_0002) Southwest oblique, camera facing northeast

Photo #3 (OH_FranklinCounty_StandardBuilding_0003) South façade, camera facing north

Photo #4 (OH_FranklinCounty_StandardBuilding_0004) South façade, upper levels and cornice, camera facing north

Photo #5 (OH_FranklinCounty_StandardBuilding_0005)
Southwest corner, typical masonry detailing at base, camera facing northeast

Photo #6 (OH_FranklinCounty_StandardBuilding_0006) West façade, camera facing east

Photo #7 (OH_FranklinCounty_StandardBuilding_0007) Northeast oblique, secondary elevations, camera facing southwest

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Photo #8 (OH_FranklinCounty_StandardBuilding_0008)

First floor, historic stair, camera facing northeast

Photo #9 (OH_FranklinCounty_StandardBuilding_0009)

First floor, historic stair, camera facing south

Photo #10 (OH FranklinCounty StandardBuilding 0010)

First floor, historic stair looking up to intermediate landing, camera facing south

Photo #11 (OH_FranklinCounty_StandardBuilding_0011)

Second floor, historic stair, typical upper-level landing, camera facing southwest

Photo #12 (OH_FranklinCounty_StandardBuilding_0012)

First floor, elevator lobby, camera facing northeast

Photo #13 (OH_FranklinCounty_StandardBuilding_0013)

First floor, modified storefront space (former entrance), camera facing west

Photo #14 (OH_FranklinCounty_StandardBuilding_0014)

Second floor, elevator lobby, camera facing northeast

Photo #15 (OH FranklinCounty StandardBuilding 0015)

Second floor, historic plaster detail at elevator lobby ceiling, camera facing north

Photo #16 (OH_FranklinCounty_StandardBuilding_0016)

Fourth floor, typical elevator lobby at upper levels, camera facing northeast

Photo #17 (OH FranklinCounty StandardBuilding 0017)

Fourth floor, typical historic plaster detail at elevator lobby ceiling, camera facing north

Photo #18 (OH FranklinCounty StandardBuilding 0018)

Fourth floor, typical existing office interior, camera facing south

Photo #19 (OH_FranklinCounty_StandardBuilding_0019)

Fourth floor, typical historic plaster detail at perimeter walls, camera facing northwest

Photo #20 (OH FranklinCounty StandardBuilding 0020)

Fifth floor, typical historic plaster capital at flared concrete columns, camera facing north

Photo #21 (OH_FranklinCounty_StandardBuilding_0021)

Fifth floor, typical historic plaster detail outside of stair enclosure, camera facing northeast

Photo #22 (OH_FranklinCounty_StandardBuilding_0022)

Fifth floor, typical historic plaster detail at perimeter walls, camera facing northwest

National Park Service / National Regi	ster of Historic Places Registration Form	
NPS Form 10-900	OMB No. 1024-0018	
Standard Building		Franklin County, Ohio
Name of Property		County and State

Photo #23 (OH_FranklinCounty_StandardBuilding_0023 Basement, typical interior, camera facing west

United States Department of the Interior

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

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

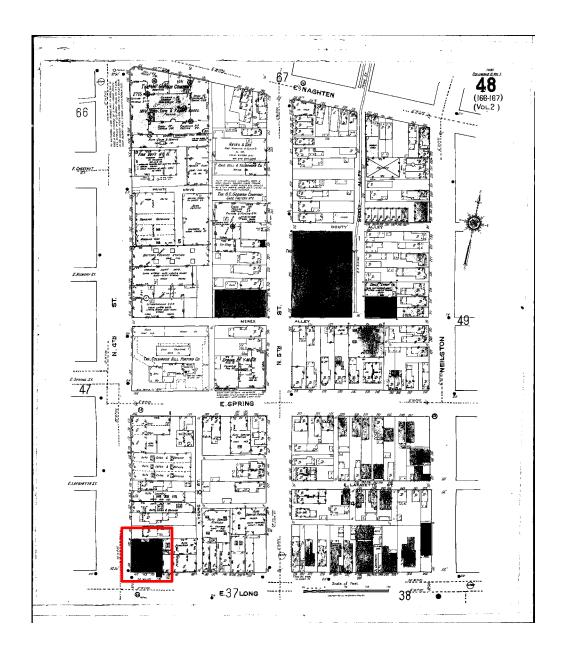


Figure 1: Standard Building labeled on 1921 Sanborn map, Columbus, Ohio, Volume 1, Sheet 48. *Ohio Web Library*.

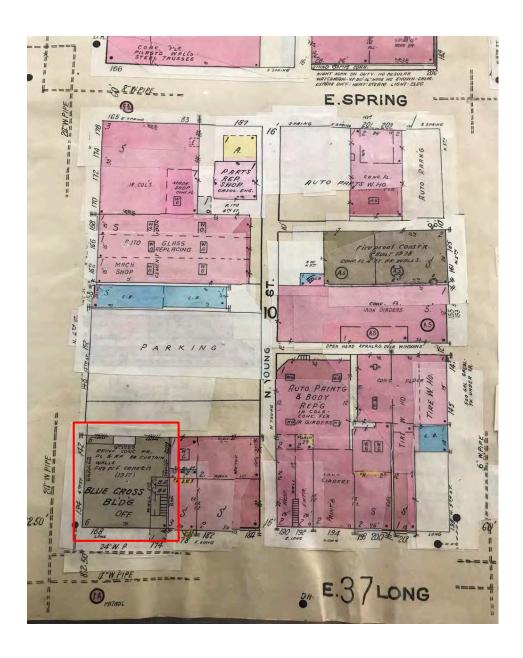


Figure 2: Standard Building labeled on 1921 Sanborn map with 1951 edits, Columbus, Ohio, Volume 1, Sheet 37. *Columbus Metropolitan Library*.

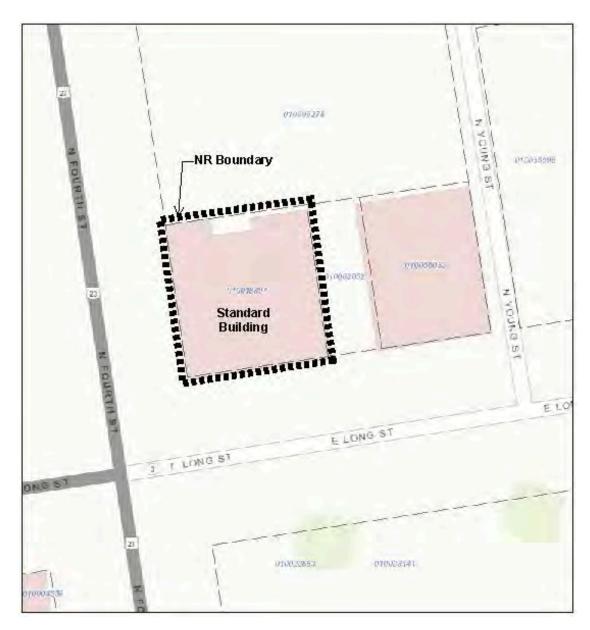


Figure 3: The Standard Building, Location/Boundary Map, background from City of Columbus GIS.

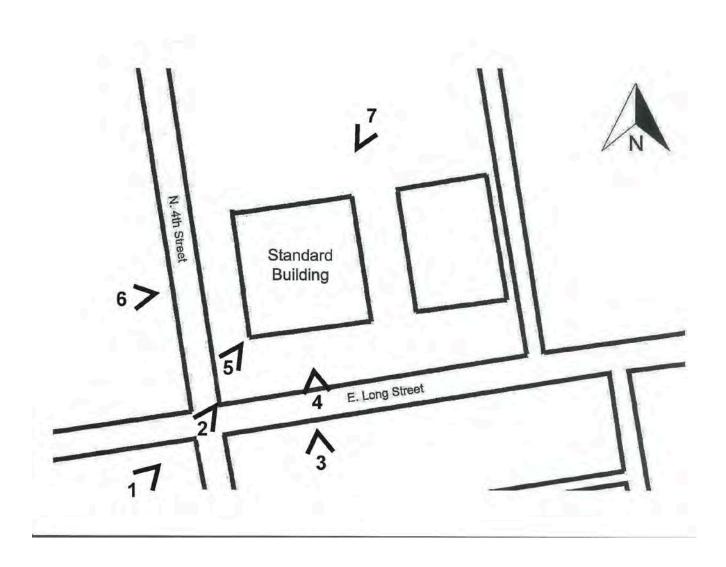


Figure 4: Exterior sketch map/photo key, The Standard Building

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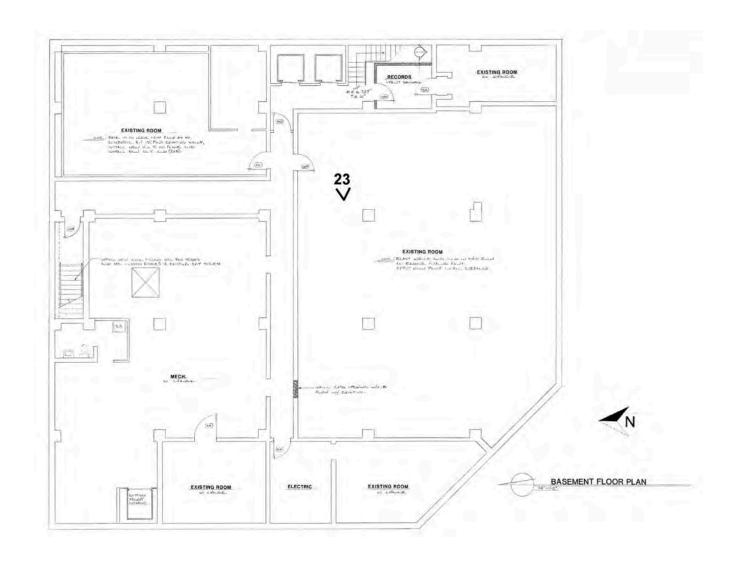


Figure 5: The Standard Building Floor Plan/Photo Key - Basement

Franklin County, Ohio County and State

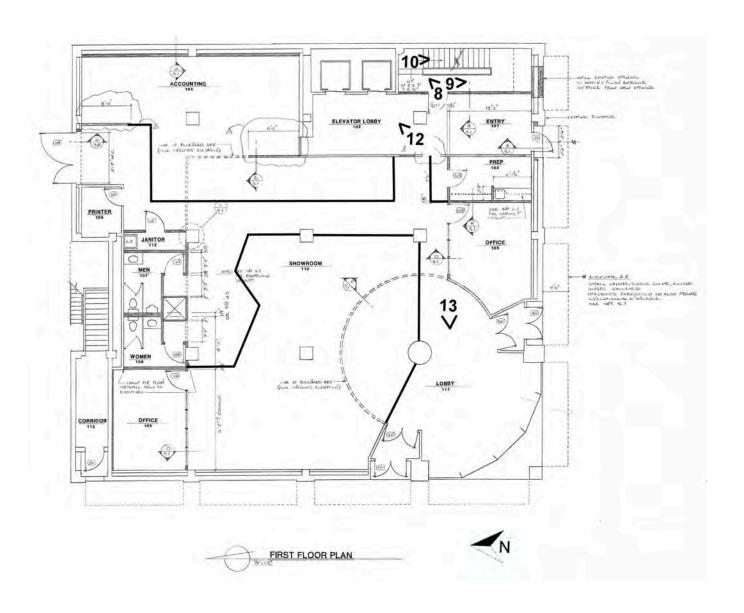


Figure 6: The Standard Building $Floor\ Plan/Photo\ Key-First\ Floor$

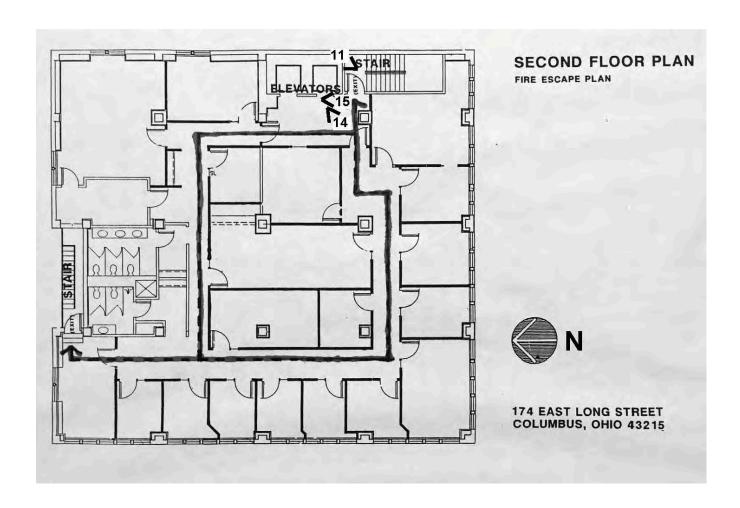


Figure 7: The Standard Building Floor Plan/Photo Key – Second Floor

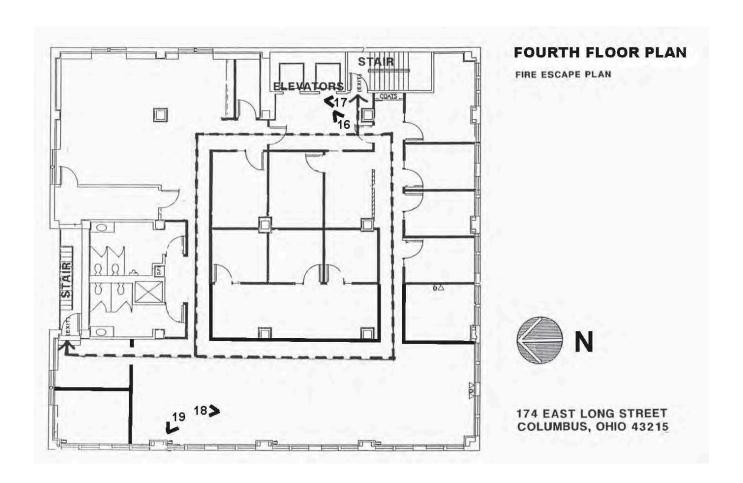


Figure 8: The Standard Building Floor Plan/Photo Key – Fourth Floor (Third Floor Similar)

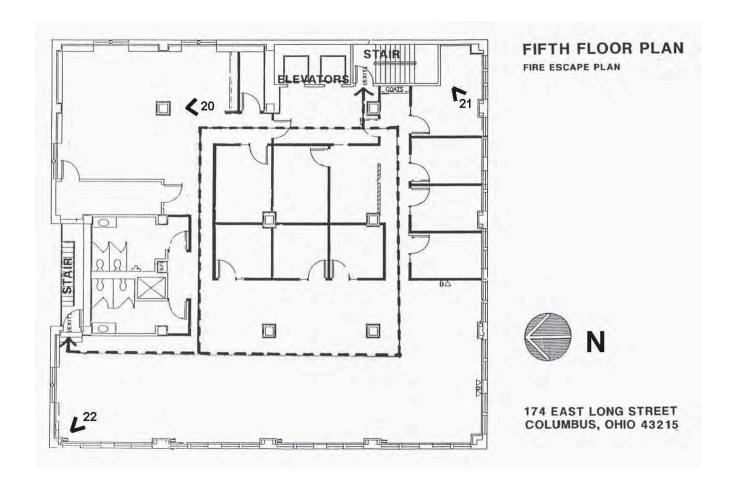


Figure 9: The Standard Building Floor Plan/Photo Key – Fifth Floor

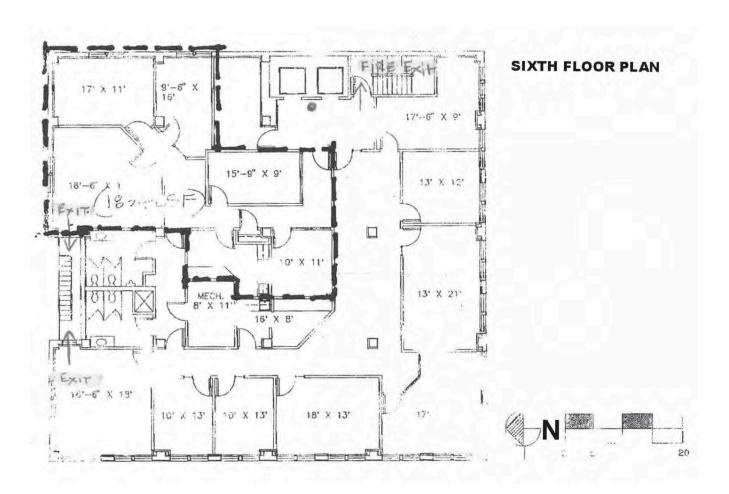


Figure 10: The Standard Building Floor Plan - Sixth Floor



Figure 11: Columbus Dispatch, February 10, 1918.

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County and State



Figure 12: Columbus Dispatch, January 14, 1950.

Franklin County, Ohio County and State

Name of Property

Wheat Shows Best Advance Since July 8

CHICAGO, SEPT. 10—69—irains drifted rather similessly on irains drifted rather similessly on he board of trade Friday, wheat nd rye ending lower while the set finished with mostly small dvances. Lard dropped sharply in alrly active trading.
Despite wheat's slight dip on rofit taking, it ended 3 to 3% ents higher for the week. This are the best gain since the week nding July 8.
Main reason for the easiness in

ents higher for the week. This as the best gain since the week nding July 8. Main reason for the easiness in freat was a little profit taking ferr the fair-sized gains scored ariser this week. In addition to he fact this was a Friday, trading ras held down by knowledge a overnment crop report would be sued after the close.

Wheat finished 4: % lower, corn inchanged to ½ higher, oats unhanged to ½ higher, oats unhanged to ½ higher, soybeans ½ ower to 1 cent higher and lard is cents lower to 5 cents a hunjered pounds higher.

The drop in lard dumped the leptember, October, December and January futures into new lessonal low ground. September was by far the weakest month. However, loose lard held unhanged to 10 cents a pound. The agriculture department rop report reduced both the compa soybean estimates from a sonth earlier, as the trade had spected. Both crops, however, re still very large. Corn is estimated at 311,3467,000 bushels and oybeans 387,527,000 bushels.



Stocks Again

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Blue Cross

Moves Office

To Long-4th

The Blue Cross office or the close.

Wheat finished 4: 8, lower, corrunchanged to % higher, row unhanged to % higher and lard 6 cents lower to 1 cent higher and lard 6 cents lower to 5 cents a hundred pounds higher.

The drop in lard dumped the leptember, October, December and January futures into new easonal low ground. September was by far the weakest month flowerer.

The agriculture department from an option of the cast from a south and soybean estimates from south earlier, as the trade had oxpected. Both crops, however are still very large, Corn is estimated at 3113.467,000 bushels and oxpected Both crops.

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Stocks Again
Hit New High

At Week's End

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Every-Day L New Synthet

By STEVEN V. DAVID

NEW YORK, SEPT. 10—OP American companies are tool up fast to produce a new synthe material called polyureths which promises to find its we into your everyday life in ab order.

ELECTRONIC ENGINEERIN

PART TIME T.V. SERVICE TR. MAY REMAIN FULLY EN Be Prepared RADIO ELECTRONIC 78 E. CHESTHUT ST., COL'S, 1 Ottlee Open Weekdays, 10:30 A.1 Fill in end mail for free

HAME

ADDRESS

Figure 13: Columbus Dispatch, September 11, 1955.

County and State

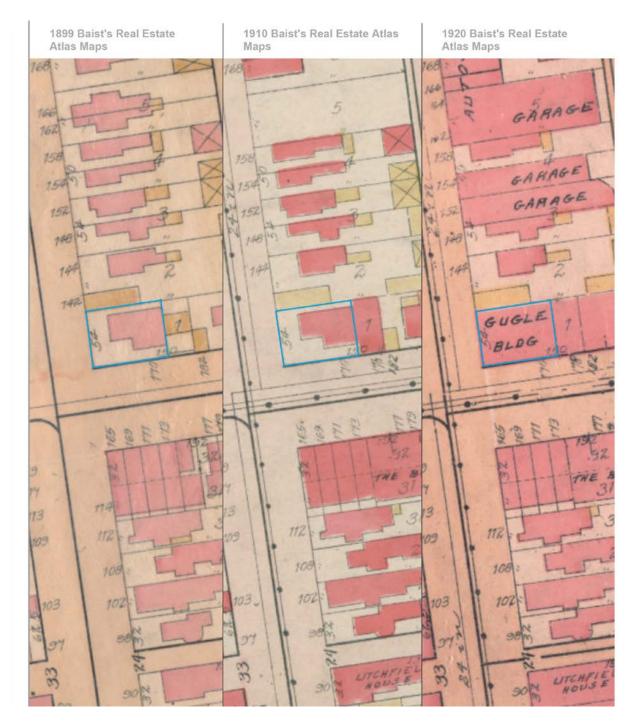


Figure 14: Baist's Real Estate Atlas Maps, 174 East Long Street, Columbus, labeled in blue (L to R: 1899, 1910, & 1920 maps.)

United States Department of the Interior National Park Service

National Register of Historic Places Continuation Sheet

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Section number <u>Supplemental Information</u>

Page _____39

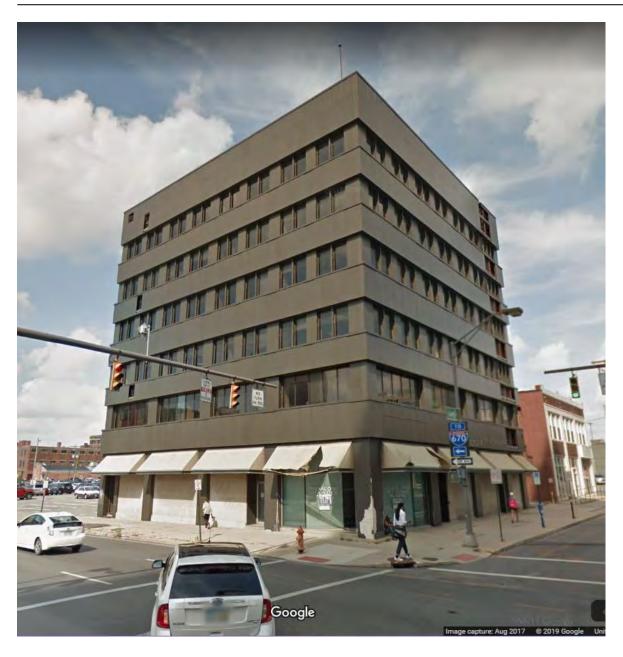
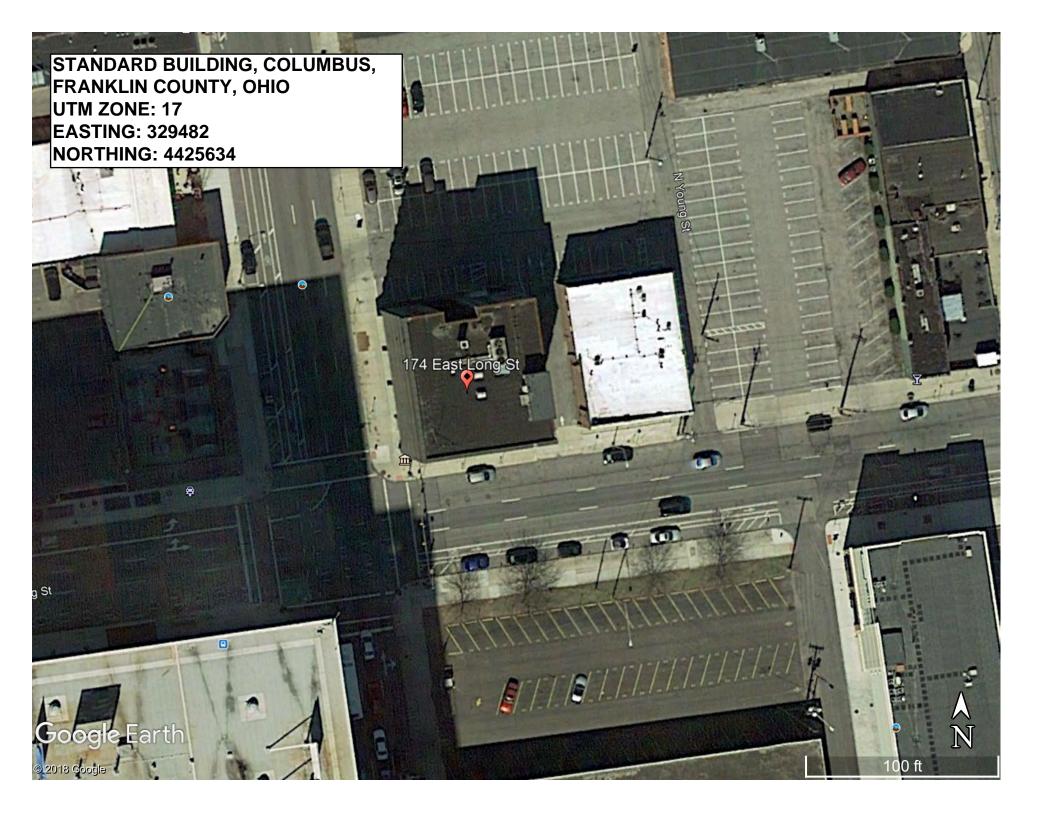


Figure 15: View of Standard Building before removal of non-historic metal covering. (Google Maps, 2017)



















































UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES EVALUATION/RETURN SHEET

Requested Action:	: Nomination		Shortened Comment Period (3 days)			
Property Name:	Standard Building, The					
Multiple Name:						
State & County:	OHIO, Franklin					
		Date of Pending List 10/25/2019	Date of 16th Day: 10/28/2019	Date of 45th Day: 11/14/2019	Date of Weekly List:	
Reference number:	SG100	004597				
Nominator:	SHPO					
Reason For Review	:					
Appea	ı	<u>X</u> I	X PDIL		Text/Data Issue	
X SHPO Request		tL	.andscape	Phot	Photo	
Waiver		_1	National	Map/	Map/Boundary	
Resubmission		1	Mobile Resource	Period		
Other		_	TCPLess than 50 year		than 50 years	
		_6	CLG			
X Accept		Return	Reject	/28/2019 Date		
Abstract/Summary Comments:	NR Crit	erion: A.				
Recommendation/ Criteria	AOS: (Commerce; POS: 1917	'-1955; LOS: local			
Reviewer Lisa Deline			Discipline Historian			
Telephone (202)354-2239			Date $10/28/19$			
DOCUMENTATION	l: see	e attached comments :	No see attached	SLR: No igo		

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

4597



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 <u>Sept. 25, 2019</u> on of the <u>Standard Building</u> to the National Register of
For nomination	on of the Standard Building to the National Register of
Historic Place	s: Franklin County, OH
/	Transcouring, on
~	Original National Register of Historic Places nomination form
	Paper PDF
	Multiple Property Nomination Cover Document
	Paper PDF
	Multiple Property Nomination form
/	Paper PDF
V	Photographs
	Prints TIFFs
	CD with electronic images
V	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: property awners have requested a shartened review period.
	a shortened review period.





September 25, 2019

Julie Ernstein, Acting Chief, National Register of Historic Places National Park Service National Register of Historic Places 1849 C Street, NW, Mail Stop 7228 Washington, DC 20240

Dear Ms. Ernstein:

Enclosed please find one new National Register nomination for Ohio. All appropriate notification procedures have been followed for the new nomination submission.

NEW NOMINATIONS Standard Building COUNTY Franklin

The enclosed disks contain the true and correct copy of the information to the National Register of Historic Places nomination for <u>Standard Building</u>.

We are requesting a shortened review period for this nomination. The property owners have completed historic conservation easement donation on the building based upon an approved Part 1. They are requesting the property is listed as soon as possible in order for the tax benefits related to the easement to be claimed.

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,

Lox A. Logan, Jr.

Executive Director and CEO State Historic Preservation Officer

Ohio History Connection

Enclosures