

AN ARCHITECTURAL GUIDE TO SOUTHERN MORELAND



An Architectural Guide to Southern Moreland

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ABOUT THE CLEVELAND RESTORATION SOCIETY

Founded in 1972, the Cleveland Restoration Society (CRS) is the largest non-governmental regional historic preservation organization in Ohio and a Local Partner of the National Trust for Historic Preservation. The Society has an operating budget of \$1.1 million, an engaged board of trustees, 12 staff positions, and a headquarters in Cleveland.

CRS's mission is to use the powerful tool of historic preservation to revitalize our diverse communities, strengthen the regional economy, and enhance the quality of life in northeastern Ohio. We focus on the following strategies:

- Creating vibrant, high-value neighborhoods in key historic areas
- Encouraging the preservation of Cleveland's greatest landmarks
- Advocating for preservation-friendly public policies
- Celebrating and communicating the positive role of preservation



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Introduction

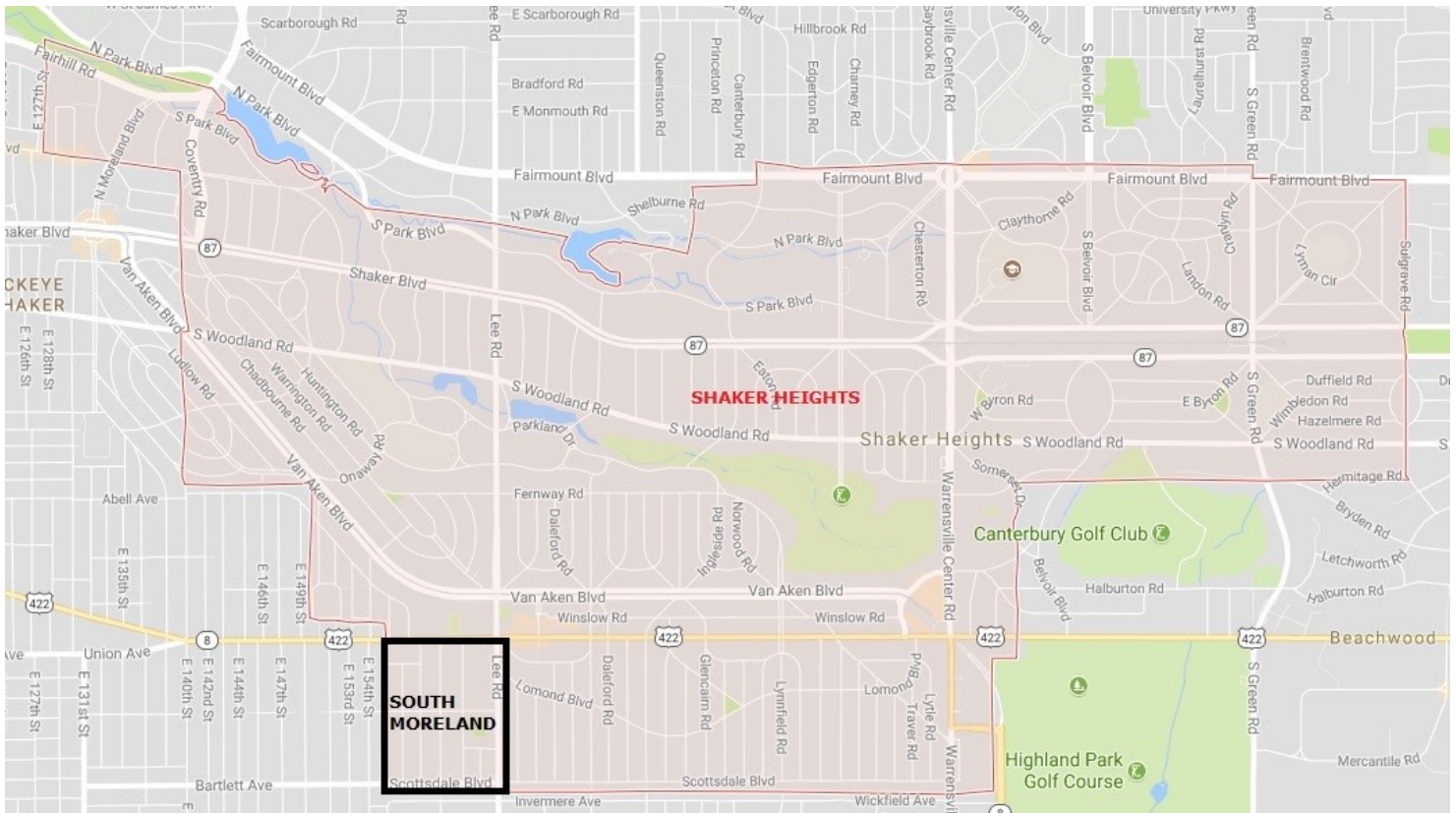
The southern Moreland neighborhood in the southeast corner of the City of Shaker Heights contains distinctive architecture from the first half of the 20th Century. This neighborhood was part of Eastview Village before it was annexed into Shaker Heights, hence, houses were not bound by the strict design guidelines developed by the Van Sweringen brothers requiring that houses be American Colonial, British Colonial or French Colonial.

Although the house types and styles in southern Moreland are different from the predominant styles found throughout the rest of the City, they reflect the unique development history of this neighborhood as well as residential design trends found throughout the United States in the first half of the 20th Century.

This document resulted from the City's Moreland Rising project, aimed at strengthening the southern Moreland neighborhood. That work sparked resident interest in better understanding their neighborhood history, resulting in a Moreland History Project which involves several partners including residents, CRS, the City of Shaker Heights, the Shaker Library and the Shaker Historical Society.

What is an architectural guide?

An architectural style guide is a resource that documents the types and styles of buildings and their character-defining features. This document is meant to help build resident knowledge and pride in relation to their houses. The guide may also be useful to residents who wish to identify when their house was built and by whom.



Location of southern Moreland (marked in black) within the City of Shaker Heights (marked in red).



3572-3570-3568-3566 Chelton Road



3669 Hildana Road



3658 Hildana Road

Architectural Types vs. Styles

Architectural **type** and **style** are categories that provide information about a structure retrospectively. They group buildings based on past trends and available resources. A building's functional features define its type and its aesthetic features identify its style. In a sense, the relationship between the two is like a paper doll: the type is the doll itself while the style is the dress that can be clipped on it. Certain architectural types and styles are location-dependent, such as the Cleveland Double type. However, the proliferation of mail-ordered houses and their catalogues in the mid-19th century caused certain designs and styles, such as Colonial Revival, to spread on a national scale.

Architectural Type (Functional)	Architectural Style (Aesthetic)
<ul style="list-style-type: none"> Defined by a building's <ul style="list-style-type: none"> Function Floor plan Height/Number of stories Chimney location Roof shape Window and door arrangements Helps to determine when or why that structure was built, even in the absence of decoration 	<ul style="list-style-type: none"> Defined by a building's <ul style="list-style-type: none"> Gables Dormers Roof orientation Ornamentation Window and door shapes Helps to determine the origin of the structure, e.g. whether it was ready-made or custom-made, helps to date the building
<ul style="list-style-type: none"> Examples: American Foursquare Bungalow Cleveland Double 	<ul style="list-style-type: none"> Examples: Colonial Revival Craftsman English Cottage



American Foursquare type, Craftsman style

3580 Chelton Road



Bungalow type, Craftsman style

3730 Hildana Road

SHAKER HEIGHTS—ONLY \$5,950

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H.
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15808 SCOTTSDALE—SHAKER HEIGHTS

Yes—it seems unbelievable—but it's a fact—your own brand new home in Shaker Heights for as little as \$5,950. We have 86 home sites in our Scottsdale-E. 159 St. Development, of which 40 are already sold. Other new homes open for inspection Saturday and Sunday. Come out and see them—you'll like them!

OPEN EVENINGS
The HOME INVESTMENT Co. LO 2674

Cleveland Plain Dealer, 11 May 1940

ELAND PLAIN DEALER, SATURDAY, JULY 6, 1940

Want Ads MAIN 4500

17

EXHIBIT OF HOMES LISTED IN THIS DIRECTORY

CLEVELAND'S INCREASING THROG OF HAPPY HOME OWNERS

Sale Houses—Hights

Sale Houses—Hights

Sale Houses—Hights

Sale Houses—Hights

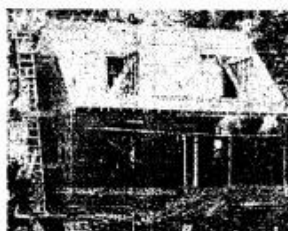
Sale Houses—Hights

New Low-Cost Homes in Shaker Heights

Scottsdale—E. 159th Development



1741 EAST 159



15708 SCOTTSDALE



5725 EAST 159



15800 SCOTTSDALE

WHY YOU SHOULD LIVE IN SHAKER HEIGHTS

Many reasons why Shaker Heights is so desirable will be readily discernible to those who pass through it. Several, however, might escape your notice, so we take this opportunity to tell you of them. It's an address of distinction—accessible to the rapid transit, Kinsman car, Kinsman-Lee shopping district, Shaker Theater and Shaker Schools. Shaker Tax Rate (lowest of municipal tax rates).

WILL DUPLICATE

Any of the above homes
—or any of the 20 other
new homes already built.
PRICES RANGE FROM
\$5,500 to \$7,400
OPEN EVENINGS



YOU WILL LIKE THESE HOMES

They are attractive in appearance, and convenient and comfortable to live in. Much thought and care has been given in their construction—even smallest details carefully watched. From every angle—price, location, construction, etc., they are real values. Come out and see them—you'll like them!

The Home Investment Co., LO. 2674

(Office) 15911 Scottsdale

Cleveland Plain Dealer, 6 July 1940

ARCHITECTURAL TYPES IN SOUTH MORELAND

- American Foursquare -**
- Bungalow -**
- Cleveland Double -**
- Cape Cod Revival -**

American Foursquare (1900-1925)

The American Foursquare is the stripped-down version of more ornate 18th and 19th century architectural types. It was a reaction to these picturesque houses and spread quickly in the early 20th century because it provided the "most house for the least money." It creates an impression of solidity.

It is called a foursquare because there are four rooms on each of the two floors. Rooms are placed in the corners so that there is no need for a hallway. Generally, simpler examples have two single windows on the upper floor, while more elaborate houses may have double or triple windows.

The American Foursquare is a highly adaptable type, so it was used in many pattern books. It can be made out of many materials such as shingle, clapboard, concrete block, brick or stucco.

Features include:

- ♦ Little or no ornamentation
- ♦ Invariably hipped or pyramidal roof
- ♦ Central dormer with a flat or pyramidal roof
- ♦ Full front porch, often with three or four posts
- ♦ Slightly raised basement that requires a flight of steps
- ♦ Rectangular, almost square floor plan



American Foursquare type, English Cottage style

16108 Scottsdale Boulevard



3626 Hildana Road



16210 Scottsdale Boulevard

Bungalow (1905-1930)

The Bungalow type spun off from an anti-industrialist trend that began in England in the 19th century. This trend, dubbed the "Arts & Crafts Movement", united artisans who opposed assembly-line production of furniture and construction materials. They aimed for handmade products that emphasized utility, simplicity and stylistic honesty.

- ♦ The term "bungalow" is derived from the word for a summer house used by colonists in India's Bengal region
- ♦ Meant to have a close relationship with the outdoors, to relate in scale and color to the surrounding shrubbery and trees
- ♦ Has an ample front porch
- ♦ Meant to be horizontal, close to the ground
- ♦ Informal with an open plan and a front door that opens into the living room
- ♦ Natural materials, informality and a low, horizontal massing (no more than two stories)

There are several different styles of bungalows such as Spanish Revival, Swiss Chalet, Craftsman, and even Colonial Revival. The style became so popular that developers attempted to expand their market by building two-story houses that looked like one-story bungalows.



15902 Scottsdale Boulevard



3545 Chelton Road



3702 Hildana Road

Long side gables that usually extend over the porch

Exposed structural elements, such as rafters

Overhanging eaves



1—1.5 story

Large columns and half-columns on the porch

3726 Hildana Road

Cleveland Double (1910-1925)

The Cleveland Double is a two-family house with two separate entrances. Each household has an identical or mirrored floor and porch, sometimes with a shared attic space. Cleveland doubles are two- to two-and-a-half stories high with a two-story porch that extends the entire width of the façade.

- ◆ Has a rectangular footprint, similar to American Foursquare
- ◆ Often has a front-facing gable roof
- ◆ If the houses are mirrored, the upper porch may be on a side façade.
- ◆ Older Cleveland Doubles tend to have open railings, while newer ones may have solid ones. Solid railings may also be a later alteration.
- ◆ The two entrances may be adjacent on the front façade, or one of them may be a side entrance with a staircase leading directly to the upper flat.

The type is commonly found throughout northeast Ohio. It is so ubiquitous in Cleveland that it became associated with the region around Cleveland.



16415 Nicholas Avenue



3690 Hildana Road



3712-3710 Hildana Road



3562 Hildana Road



3657-3659 Chelton Road

Cape Cod Revival (1925-1950)

Cape Cod refers to common hall & parlor houses built in the 17th and early 18th centuries by colonists in New England and the Virginia Tidewater. The trend became popular once again in the 20th century.

Although the Colonial Revival was popular throughout the early 20th Century, the Cape Cod Revival did not become popular until the 1920s. The popular Colonial Revival trend gave way to the Cape Cod because they were easier to build—as well as small, economical, and mass-produced.

- ◆ Became very popular in the construction boom after World War II because of its small scale and simplicity
- ◆ Initially built using the assembly-line method, with workers moving from house to house focusing on a particular task in a large development
- ◆ Uses standardized, prefabricated materials and components, so the houses can be built quickly and inexpensively
- ◆ Typical features include:
 - ◇ Picture windows
 - ◇ False shutters and simple gables



15911 Scottsdale Boulevard

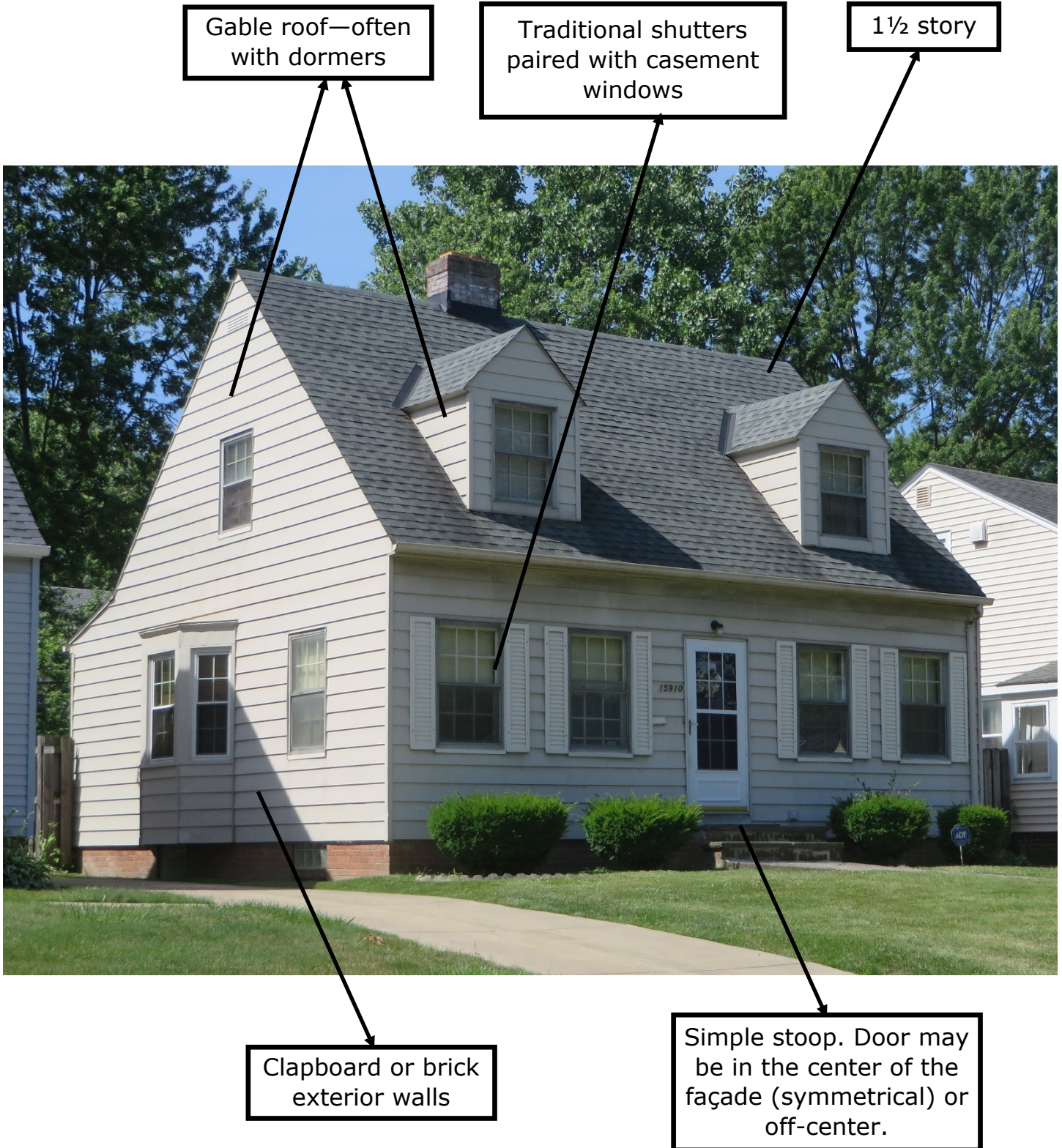
This house was originally used as the developing company's office in the 1950's.



3678 Pennington Road



3729 Menlo Road



15910 Scottsdale Boulevard

Colonial Revival (1895-present)

The Centennial Exhibition that took place in Philadelphia in 1876 celebrated the 100th anniversary of the Declaration of Independence. It featured excerpts of early American life, which sparked interest in Colonial architecture. Designers across the country began to interpret the style of these early houses in a contemporary fashion. This style came to be known as the Colonial Revival.

- ♦ At first, it was more creative, less symmetrical and not strict about the scale
- ♦ Eventually, designs came closer to the 18th century originals to constitute "Georgian Revival"
- ♦ The U.S.'s diverse heritage is reflected through the development of styles such as the Dutch Colonial Revival, the Spanish Colonial Revival, the Tudor Revival and the Cape Cod Revival
- ♦ Features include:
 - ◊ Rear terraces and patio
 - ◊ Use of columns on porches
 - ◊ Gable roof with dormers
 - ◊ Façade symmetry (the front door is in the middle with equal number of windows on either side)



3554 Hildana Road



3725 Pennington Road



3625 Ludgate Road



3737 Ludgate Road

Gable roof with dormers

Façade symmetry



Large windows
with shutters

Balustrades on roofs
and porches

3701 Pennington Road

ARCHITECTURAL STYLES IN SOUTH MORELAND

- Colonial Revival -
- Arts and Crafts/Craftsman -
- Minimal Traditional -
- Tudor Revival -
- English Cottage -
- Garrison Colonial Revival -

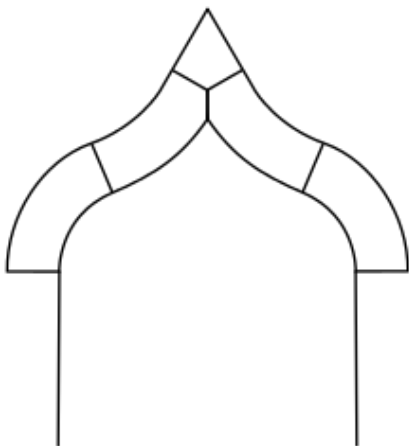
Tudor Revival (1890-1940)

The Tudor Revival is an eclectic style, in other words, it merges elements from a variety of styles. It is loosely based on English architecture of the 16th century, with detailing from Renaissance or even 20th century styles such as the Craftsman.

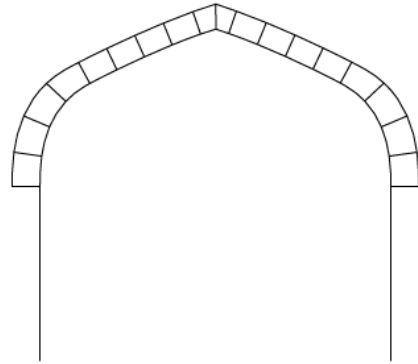
The Tudor style was revived in England in the 1880's. It became popular in the U.S. towards the beginning of the 20th century. It became widespread through ready-made house catalogues in the following decades, until economic constraints during and after World War II lead to the preference of simpler styles.

Features include:

- ♦ Prominent chimneys with decorated (e.g. corkscrew) chimney pots
- ♦ Ornamental heads on copper gutters and downspouts
- ♦ Tudor and ogee arches over runways
- ♦ Steep gables
- ♦ Decorative half-timbering



Ogee Arch



Tudor Arch



3557 Hildana Road



16008 Scottsdale Boulevard

Steep-pitched, gabled roof

Narrow, multi-paned,
grouped casement windows

Decorative half-timbering,
usually above the first floor



Steep gables and
arches over doorways

Stone trim around
openings

Flemish-bond
or English-bond
brickwork

3718 Hildana Road

Craftsman/Arts and Crafts (1900-1925)

The Arts and Crafts movement was part of a larger, international trend that began in England in late 19th century. It was spearheaded by artisans such as William Morris, who opposed assembly-line production of furniture and construction materials. The movement favors aesthetic features that emphasize the importance of artisans' work, such as exposed construction elements and the use of natural materials.

- ◆ Became more influential in the United States after World War I
- ◆ Often found in combination with types like Bungalow and American Foursquare
- ◆ Features include:
 - ◇ Posts on the porch
 - ◇ A main roof that extends over the porch
 - ◇ Multi-paned upper sash over singled-paned lower sash
 - ◇ Deep eaves with exposed rafters
 - ◇ Wide bargeboards (a board which hangs from the projecting end of a roof, covering the gables)
 - ◇ Triangular knee braces and exposed rafter tails
 - ◇ Wide window and door frames
 - ◇ Elaborate brickwork



16208 Scottsdale Boulevard



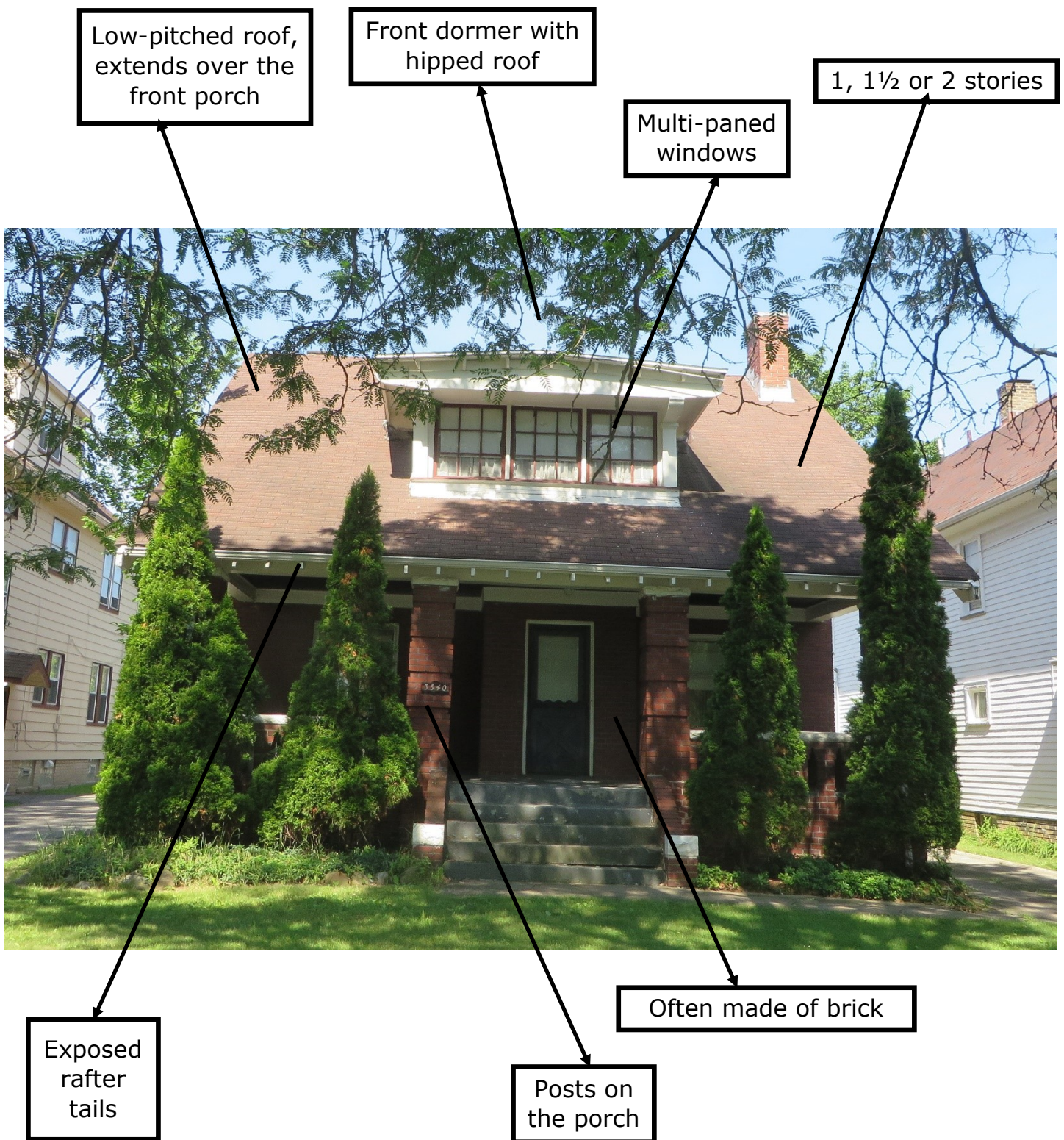
3742 Hildana Road



3542 Menlo Road



A knee brace on the side of 3540 Chelton Road



3540 Chelton Road

Minimal Traditional (1935-1950)

The Minimal Traditional became popular during the 1930's and the following years of World War II because it was inexpensive yet stylish. After the war ended, there was a need for housing to be built quickly and economically.

- ⇒ The use of elements from Tudor or Colonial Revival—but in a smaller, simpler form
- ⇒ Also known as *American Small House* or *Developer Houses*
- ⇒ Similar to Cape Cod, but usually includes an attempt at a few stylistic ornaments—a bit of stone trim on a brick house, false shutters and an American Eagle on a clapboard cottage, or an iron railing on a stucco house—that hints at a historical style on an otherwise simple form
- ⇒ Eaves and rakes (roof elements that are exaggerated for styles such as Craftsman) are close to the house
- ⇒ Roof pitch depends on the style that the house is imitating—Minimal Traditionals with Tudor Revival elements may have a steep-pitched roof, while others may be low- or intermediate-pitched
- ⇒ Dormers are rare
- ⇒ The house is sometimes made to look larger than it is through the use of one primary siding material
- ⇒ Combines features from different styles, such as using brick on the first floor and siding on the second (minimal), but having ornamentation on the door surround
- ⇒ Most of all, these homes reflect the builders need to provide a house that fits within the parameters that the FHA would finance at a cost that the returning vets could afford



3744 Ludgate Road



16000 Scottsdale Boulevard



3713 Ludgate Road



3585 Hildana Road

English Cottage (1920-1940)

This style is the economical version of the Tudor Revival houses. While Tudor Revivals were geared more towards high-income families in the 19th century, The English Cottage became available to a larger populace in the 20th century. The most prominent difference between the two styles is the lack of half-timbering on the second floor.



15914 Scottsdale Boulevard



3693 Ludgate Road



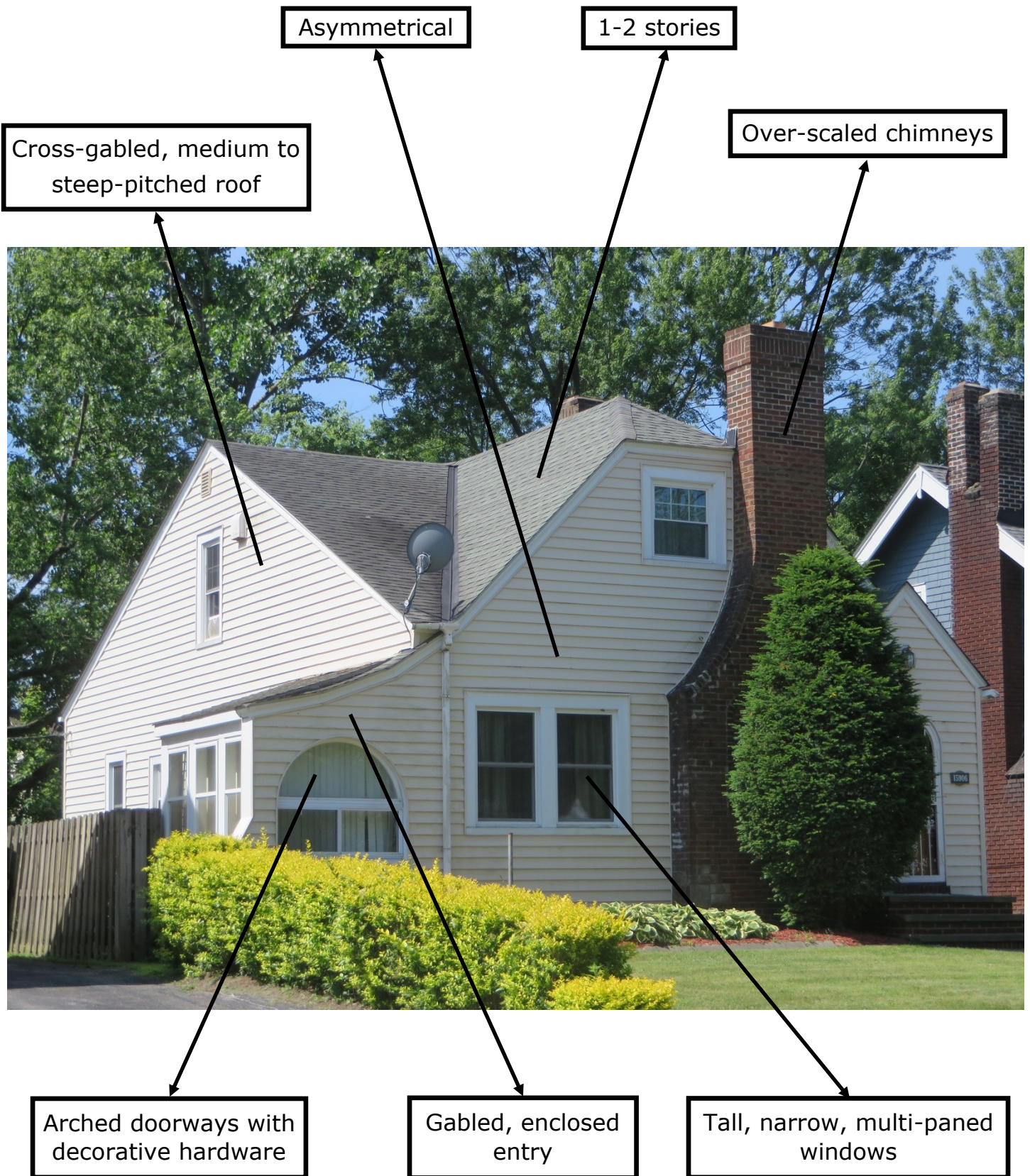
3611 Chelton Road



3698 Sudbury Road



3722 Hildana Road



15906 Scottsdale Boulevard

Garrison Colonial Revival (1925-1960)

The Garrison Colonial Revival was a spin off from the Colonial Revival style, similar to the Cape Cod Revival. It shares Colonial Revival features including symmetry, roof pitch and decorative detailing. Like other revival styles, it remained in fashion until the 1950's when more modern housing trends began to emerge.



16216 Scottsdale Boulevard



3729 Ludgate Road



3693 Hildana Road



3750 Pennington Road



3729 Pennington Road



3733 Ludgate Road

Below are ten guidelines used nationally in historic preservation activities. Since southern Moreland is home to distinctive architectural examples from the early 20th century, it is important to preserve their character-defining features. These guidelines may be beneficial to property owners when making maintenance decisions on their homes.

For additional assistance, the Cleveland Restoration Society's Heritage Home Program (HHP) is available to the residents of the City of Shaker Heights. More information on HHP may be found at the website listed below.

www.heritagehomeprogram.org

Secretary of the Interior's Guidelines for Rehabilitation

The Secretary of the Interior's Standards for Rehabilitation guide the administration of historic preservation in the United States. *The Standards* are applied to projects in a reasonable manner, taking into consideration economic and technical feasibility. *The Standards* apply to historic buildings of all periods, styles, types, materials, and sizes.

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

An Architectural Guide to Southern Moreland

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