



# MORELAND

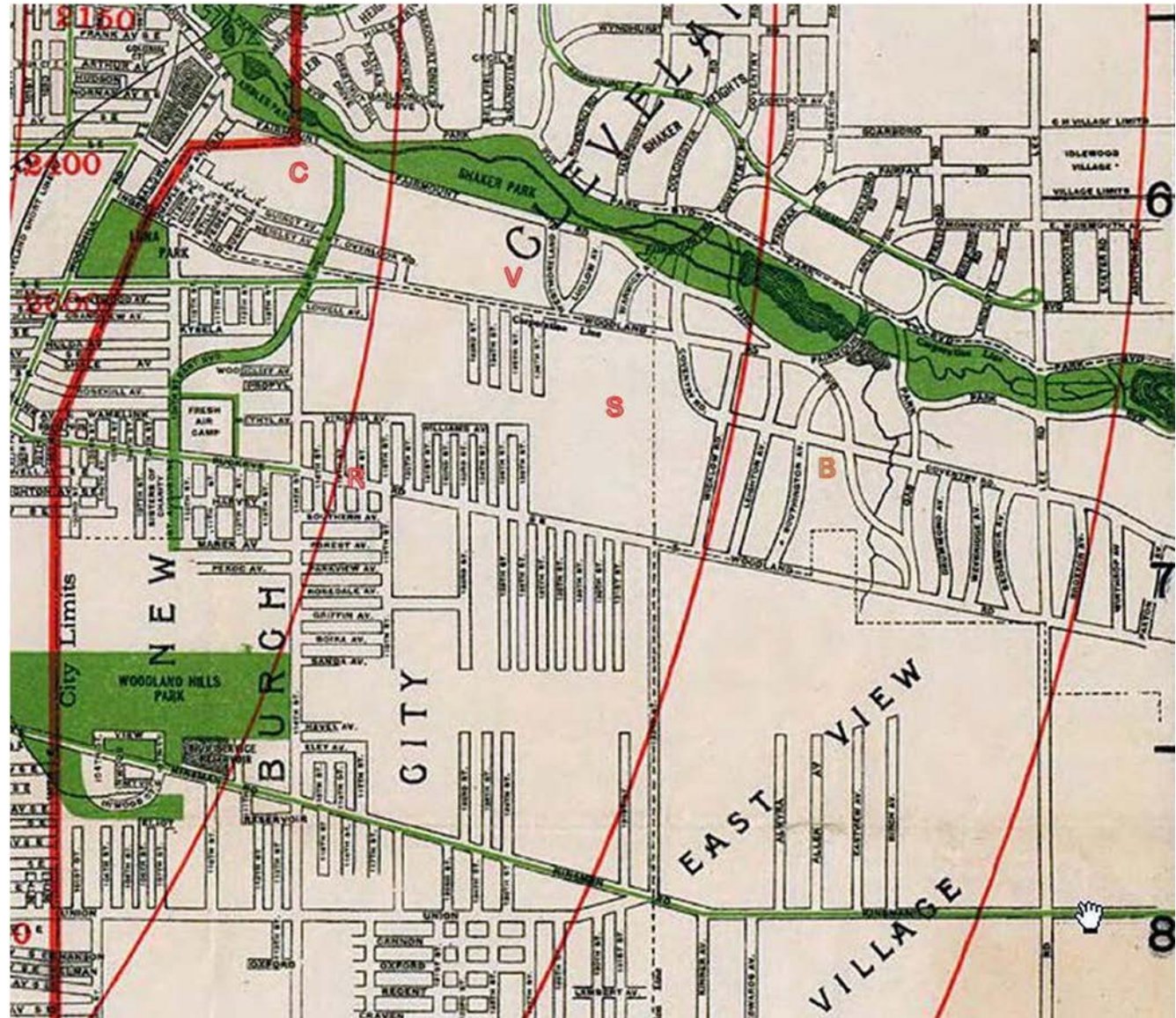
**Mayor Earl M. Leiken**  
**The Shaker Historical Society Annual Meeting**  
**January 29, 2017**

# HISTORY OF NEIGHBORHOOD



## EAST VIEW VILLAGE

The area that is now Moreland was previously East View Village, as seen on this 1910 map



“As a result of its early history, Moreland remains spatially and architecturally more like the surrounding city of Cleveland and less readily identifiable as “suburban” or “Shaker Heights.” Consequently, despite the fact that it lies fully within both the municipal border and the Shaker Heights School District, Moreland has had a contested relationship with the rest of the suburb and has had a hard time claiming a symbolic suburban identity. The streets of Moreland are laid out on a grid that is indistinguishable from the Cleveland grid pattern, and architecturally the houses in Moreland look substantially different from those in other neighborhoods in Shaker Heights and more like houses in the neighboring Mt. Pleasant community of Cleveland.”

Cynthia Mills Richter, *Integrating the Suburban Dream: Shaker Heights, Ohio*

“Residents of the Ludlow, Lomond, and Moreland neighborhoods adopted different strategies and defined different relationships with the City of Cleveland/ in the process, each neighborhood emphasized a different component of symbolic suburban identity. In the Ludlow community, residents asserted the symbolic significance of the school district boundary and the unifying suburban design aesthetic in order to extend the Shaker Heights identity beyond the political boundary. In the Lomond community, by contrast, residents actively reinforced the political boundary and worked to assert a suburban Garden City traffic pattern over an urban grid pattern. In the Moreland community, efforts have emphasized integrating this neighborhood into the economic and aesthetic fabric of the rest of Shaker Heights.”

Cynthia Mills Richter, *Integrating the Suburban Dream: Shaker Heights, Ohio*



Former city employee, and Moreland resident, Carl Harris (image source: legacy.com)

“You’ve got to understand how Moreland became Moreland. If you looked at it, you’ll notice there’s no other part of Shaker that has the same sort of structural entity. That was Eastview Village until 1920 [when it was incorporated as part of Shaker Heights]. And what its function was was the masons, the carpenters, the plumbers, and senior family help, maybe even non-in-house butlers and housekeepers, that’s where they lived.”



# EAST VIEW SCHOOL



East View School (Image Source: *Shaker Heights: Then and Now*)

# MORELAND SCHOOL



Moreland School, now the Shaker Heights Library (Image Source: *Shaker Heights: Then and Now*)



# JEWISH LEGACY IN MORELAND

At least two synagogues were located Moreland.

In 1954, Temple Beth El was located at 15808 Chagrin Boulevard (it has since moved to Cleveland Heights).

Another temple is now a church.

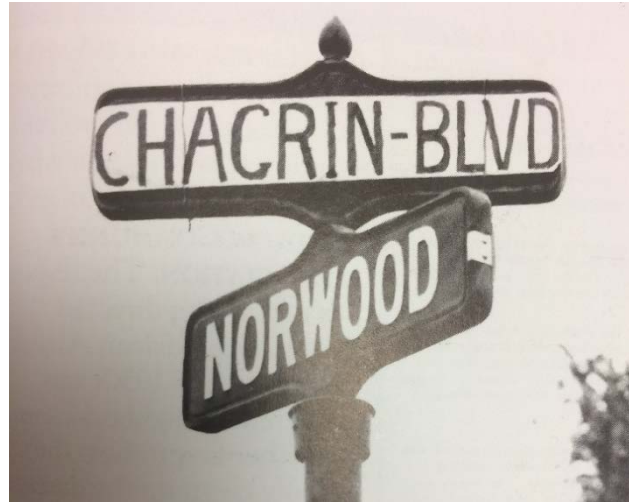


15808 Chagrin Boulevard,  
formerly the site of Temple Beth El (now  
the Buckeye State Credit Union)



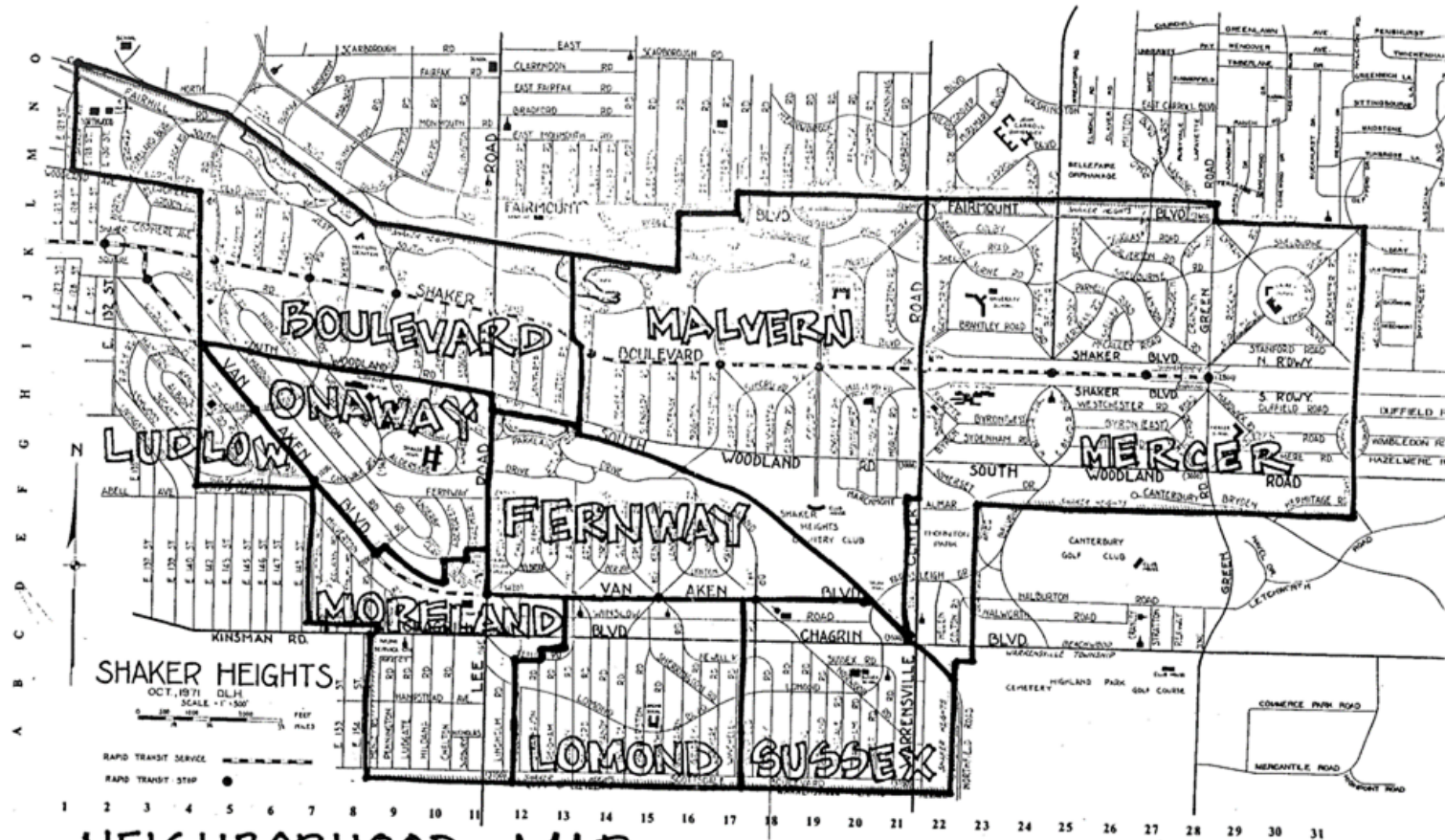
3688 Lee Road, former synagogue location  
(now the Chapel of Hope Church)





In 1959 Kinsman Road became Chagrin, to separate Shaker Heights from a negative connotation with crime along Kinsman (*75 Years: An Informal History of Shaker Heights*)

# ORIGINAL NINE NEIGHBORHOODS, EACH NAMED AFTER THEIR ELEMENTARY SCHOOL



NEIGHBORHOOD MAP

“Given the more affordable housing in Moreland, African Americans moved in rapidly. Rosalind Edwards recalled that when she and her husband first moved into Moreland in 1964, it was still predominantly a white neighborhood. And then over the years you could just see the houses turn over and the black families move in.”

Cynthia Mills Richter, *Integrating the Suburban Dream: Shaker Heights, Ohio*



## **Regarding School Busing and the Shaker Schools Plan**

“Integration was an emotion-packed issue, and there was an uproar when the school board discussed mandatory busing. The administration presented a plan to the board, then we held a series of community meetings. I recall a meeting at Byron that was attended by close to 1,000 residents. It seemed to me that the plan for voluntary busing grew out of these community meetings. If the voluntary plan had not come up, the board would have adopted the mandatory plan. We had been watching Moreland School for several years. Moreland was around 98% black. Ludlow was substantially black, and Lomond was following. We first tried the magnet school approach; we beefed up the teaching in math and science to get people to elect to go to Moreland School. Since this did not resolve the situation, the school board knew more had to be done. The voluntary busing plan adopted by the Shaker school board became the Shaker Schools Plan.”

– Robert Rawson

# HISTORY OF CHAGRIN – LEE COMMERCIAL AREA

# RETAILERS 1950 - 1980

- Leonello's Gourmet Restaurant
- Shaker Theatre
- Lindsay's Tavern
- Sol's Deli
- Danny Budin's Restaurant & Deli
- Brown Derby
- Rini's Bowling Alley
- Shaker Hardware
- A & P Grocery Store
- Cleveland Trust Bank
- Heinen's
- Auto Dealerships
- Hough Bakery
- Avalon Drug
- Shell & Sohio Gas Stations
- Fred Gerard Photo Studio
- Pick-n-Pay Grocery Store
- Tony's Barber Shop



# SHAKER TOWN CENTER

