The Vans Remake the Face of Cleveland 1905-1936

The Building of Shaker Heights
The Vans Time Line

• James and Jeanne Sweringen move from PA to Ohio. James is descended from Garrett Van Sweringen, Dutch immigrant 1657.
• Oris Paxton born 1879 and Mantis James born 1881.
• Three older siblings Herbert, Carrie and Edith
• Mother dies in 1886 and family moves to Cleveland.
• Brothers end formal education at 8\textsuperscript{th} grade.
The Vans Timeline

• In 1905 after losing money in Lakewood, they develop lots in the Fairmount area of Cleveland Heights.

• They start to use “Van Sweringen.”

• Convince Cleveland Railway to extend service to Fairmount.

• Buy options on the former Shaker farm land and plan its development.

• By 1913 Cleveland Railway lines extend to Shaker Blvd and out to Courtland Blvd.
The Garden City Movement

• The garden city movement is an idealized city based on the theories of Sir Ebenezer Howard.
• 19th century utopian communities include Oneida Community, North Union Shakers.
• The idealized garden city would house 32,000 people on a site of 6,000 acres, planned on a concentric pattern with open spaces, public parks.
• A cluster of several garden cities would ring a central city linked by road and rail.
• Architects inspired by Gertrude Jekyll and Sir Edwin Lutyens.
Goddards, Abbinger Commons UK
Built 1900 Lutyens & Jekyll
Meade and Hamilton for Marc Grossman
16950 South Woodland Road
Meade and Hamilton Gardens 16950 South Woodland
The Critical Challenge

• The Vans need faster service to Shaker Heights.
• Acquire Kingsbury Run below Shaker Square.
• Get 4 acres on Public Square for a terminal.
• Need missing link to complete the route.
• The Clayton Act 1914 results in ICC order to NYC RR to sell the Nickel Plate RR.
• In 1916 the Vans buy the Nickel Plate for $8.5M and hire JJ Bernet to run it.
• The new route begins Spring 1920.
• Shaker service now 25 minutes versus more than hour via Fairmount.
Nickel Plate Securities Corp.

- Vans buy NKP for $8.5 M
- Borrow $2M from Guardian Trust payable in 6 months plus $6.5 M in notes due NYC due 1921 thru 1930 ($650 thousand annually).
- Pay Guardian loan with the issuance of $2 M non voting preferred stock -$1M to public and $1M to Vans. Vans receive common stock and total control. Vans still borrowed $500 thousand to complete.
- Vans ultimate control is held via Vaness in which Bradley and Nutt each have 10% stake.
The Vans Timeline

• Population 1600 in 1920 and 18,000 in 1930.
• The Vans focus on a major terminal on Public Square.
• The NYC supports the Vans proposed terminal project. PA RR opposes it.
• In 1921 the ICC approves the terminal project.
• First trains enter the completed terminal in 1929. Tower is 52 stories. Project covers 104 acres and includes 6 major structures. Total cost $179 M. Rock Center cost $127 M.
• You could live and work in a world totally controlled by the Vans.
Terminal Tower
Building Permits

- 1920 65 1938 132
- 1923 326 1940 263
- 1924 440 1944 24
- 1925 477 1948 103
- 1927 438 1952 210
- 1928 370 1955 252
- 1930 211 1958 105
- 1933 38 1960 46
- 1935 104 1965 28
The Bones

- Two Main Arteries From Shaker Square
- South Moreland (Van Aken)
- Shaker Boulevard
- The Shaker Lakes
- The Shaker Country Club
- The Communities Built Around 9 Schools
- Ludlow, Moreland, Lomond and Sussex (south of South Moreland.
- Boulevard, Onaway, Fernway, Malvern and Mercer (after WW2)
- Deed Restrictions and Standards
Moreland Circle Becomes Shaker Square
Shaker Square
Moreland Courts
Moreland Courts
Moreland Courts
Hathaway Brown School
Walker and Weeks
University School
Walker and Weeks
Churches
Shaker Heights Country Club
Deed Restrictions

• They were primarily about zoning related issues. Set standards for setbacks etc and prohibited livestock etc.
• There were no references to exclude specific racial or religious groups.
• But the Vans controlled everything.
• In 1925, the resale of home to a black doctor led to the 1927 deeds with the Van Sweringen consent for all subsequent sales to a new owner.
• Not effected by Shelley v. Kraemer
• In the time of the Vans, the wealthy and well connected could buy in Shaker Heights regardless of religion.
• But no major Jewish institution was asked to come to Shaker. Eastview Village was annexed to “control” it.
Winslow Road
From Diaper Alley to Historic District.
Winslow and Norwood
Two Family One Front Door
Lynnfield Station
Doors
The Architects

- Small and Rowley  35 between 1921 -1930
- Charles Schneider  32
- Bloodgood Tuttle  37 (11 for the Vans 8 on Van Aken)
- Clarence Mack   7
- Dunn and Copper 62
- Meade and Hamilton 25
- Nichols and Fritzsche  13
- Theodore Nichols 102
- George Burrows 919 (Brooke& Burrows  219  between 23-27)
- Fox Dutthie & Fosse or Fox & Dutthie 192 ( 8 model homes on Scottsdale 1928)
- Chester Lowe  178
- Tramer Realty 45 homes in Fernway 1921-1923
- Keyes Treuhaft Builders 122 homes
My Parents 1927
First 3475 Avalon
Fox Duthie and Foose
3396 Dorchester circa 1940
Nichols & Fritzsche Built 1930
22525 Shaker Blvd
2675 Belvoir Boulevard
3392 Dorchester 1928
Chester Lowe architect
3393 Daleford
Munro Copper
In 1936
Dining Room 1936
By Holzeimers
Bloodgood Tuttle
18231 Lynton $30,000 1923
Tuttle Houses on Van Aken
Built as Demo Houses for Vans
18513 Van Aken
3103 Kingsley Road
G. G. G. Peckham Residence 1922
15700 South Park Blvd
1935 Buick Special Convertible
Small and Rowley
1921-1930

• Van’s residence 17400 South Park Blvd.
Rowley’s Home Weymouth Road
Small’s Home
2919 Sedgewick Road
19600 South Woodland at Kingsley
Twin 2973 Morley
Twins 2985 Morley Road
2995 Morley Road
1927 R Moulthrop
2897 Morley
R.F. Outcalt Architect 1937 $24,000
Clarence Mack
Hammond Harewood House
Annapolis, Maryland
19300 South Park
“Hammond Harewood House”
George Burrows
21031 Sydenham Road (1931)
Charles Schneider’s Home
2876 Weybridge
Samuel Horwitz Residence
16700 Parkland
Reynold Hinsdale Architect 1929 $50,000
Charles Colman Architect
A J Farber Residence 1926
16620 Parkland
Morton Stone Residence 1927
3140 Falmouth
Alex Miller Residence 1939
2958 Fontenay
Sidney Amster Residence
John Sherwood Wood Kelly 1936
17250 Parkland
John Sherwood Kelley 1929
2750 Chesterton Road
David K Ford Home 1928
21300 Brantley
Abram Garfield Architect
Small is Beautiful
18311 Sherrington Road
L.H.W. Meyer Architect 1936
1950 same architect/builder
Residence of Malcolm McCassy
23425 Duffield
20700 Sydenham (1950)
After 1927
The Vans Timeline

- The Transportation Act 1920 called for railway rationalization.
- Vans control NKP, Erie, C&O, other roads by 1924.
- The Vans need to consolidate
- ICC did not approve 2 consolidation plans in 1926 and 1928.
- 1930 Vans acquire the MoPac RR and CEI RR.
- Logic was to diversify traffic and improve connections with St Louis. But really too much debt and more to rationalize.
- JJ Bernet opposed the deals.
- They refinance debts with Morgan loan for $39.5M due May, 1935.
• May 1935 Ball and Tomlinson finance the Vans to beat the Morgan loan foreclosure.
• MJ dies December 1935 age 54 and OP dies November 1936 age 57.
• Vans Rail Empire passes to Robert Young and the Kirbys.
• Young fails to merge the Van system in 1946.
• C&O gains control of B&O in 1962 and gains control of the Western Maryland in 1967.
• NKP merges with Norfolk & Western in 1964.
• MoPac merges with Union Pacific in 1982.
• Railroads do not get fully rationalized until 1980s. ICC is eliminated.