

# 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<sup>th</sup> 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.
- 19<sup>th</sup> 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, Abbingers Commons UK  
Built 1900 Lutyens & Jekyll



Meade and Hamilton for Marc Grossman  
16950 South Woodland Road



# Meade and Hamilton Gardens 16950 South Woodland

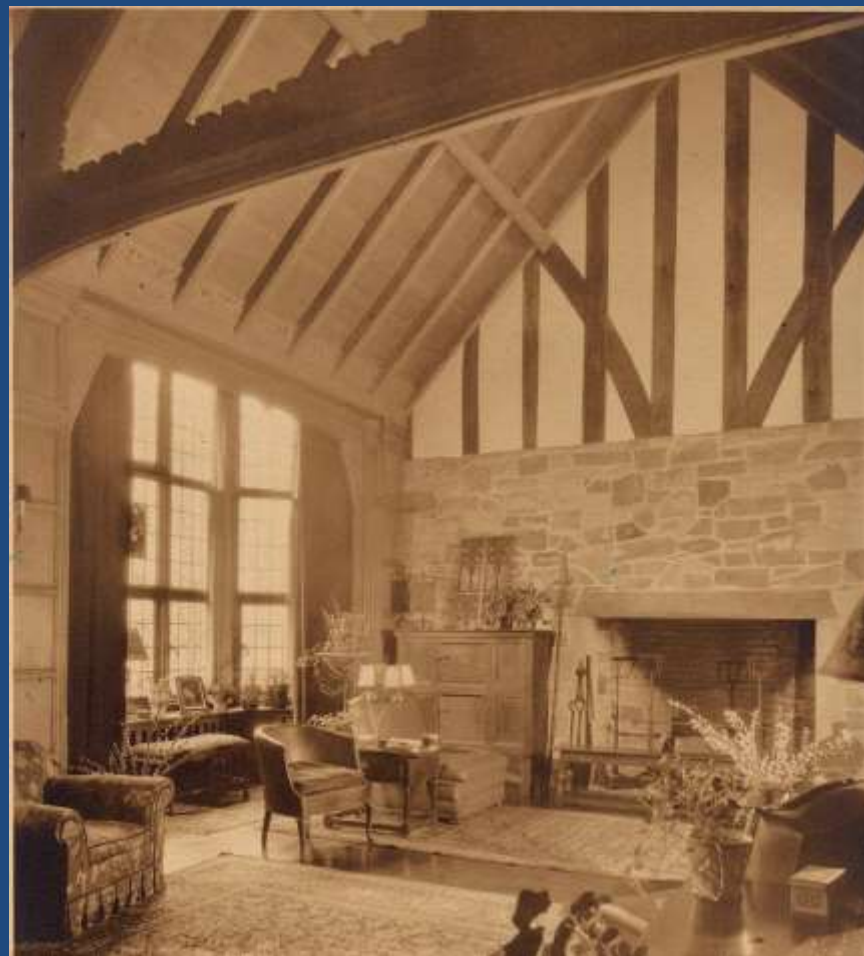


# Grossman Home Circa 1930





# Living Room Circa 1930



# 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



# Terminal Tower Underpasses



# Building Permits

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



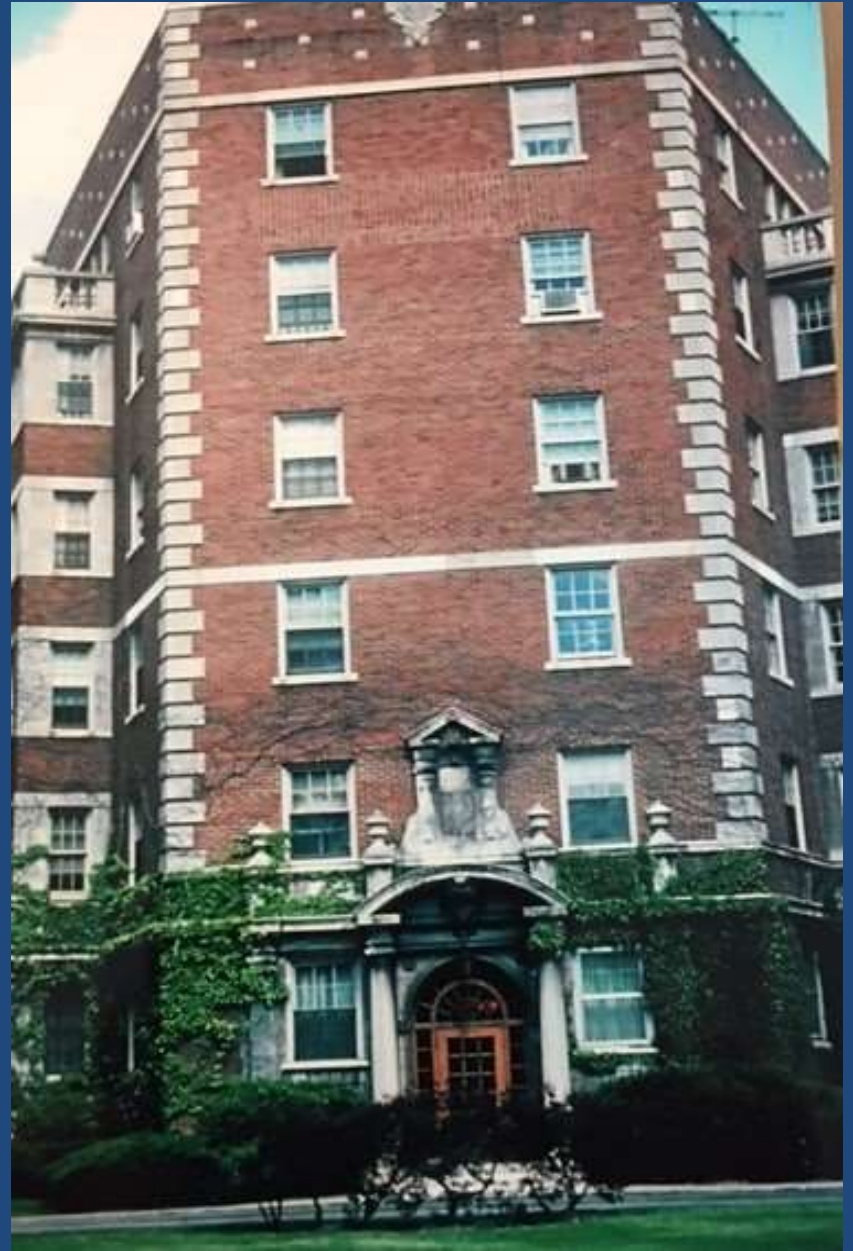
# Moreland Circle Becomes Shaker Square



# Shaker Square



# Moreland Courts



# Moreland Courts



# Moreland Courts



# Fernway School Charles Schneider



# Hathaway Brown School Walker and Weeks

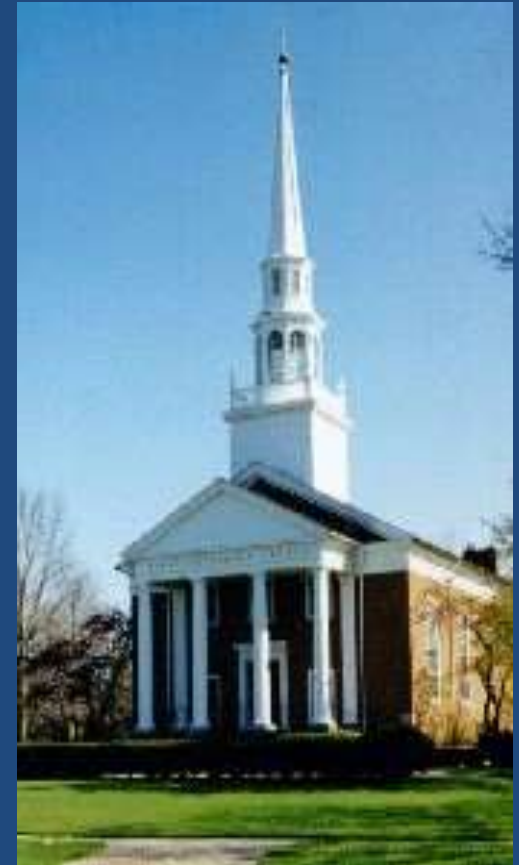


# University School Walker and Weeks





# 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



# Nichols & Fritzsche



# 2869 Eaton Road Chester Lowe Architect 1924





# 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



# Morley Road



# Twin 2973 Morley





# Twins 2985 Morley Road



# 3005 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”



# Clarence Mack 18100 South Park



# George Burrows

## 21031 Sydenham Road (1931)





# 20732 Sydenham 1930



# 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



S H Sampliner Residence 1929  
3140 Montgomery



# Morton Stone Residence 1927

## 3140 Falmouth

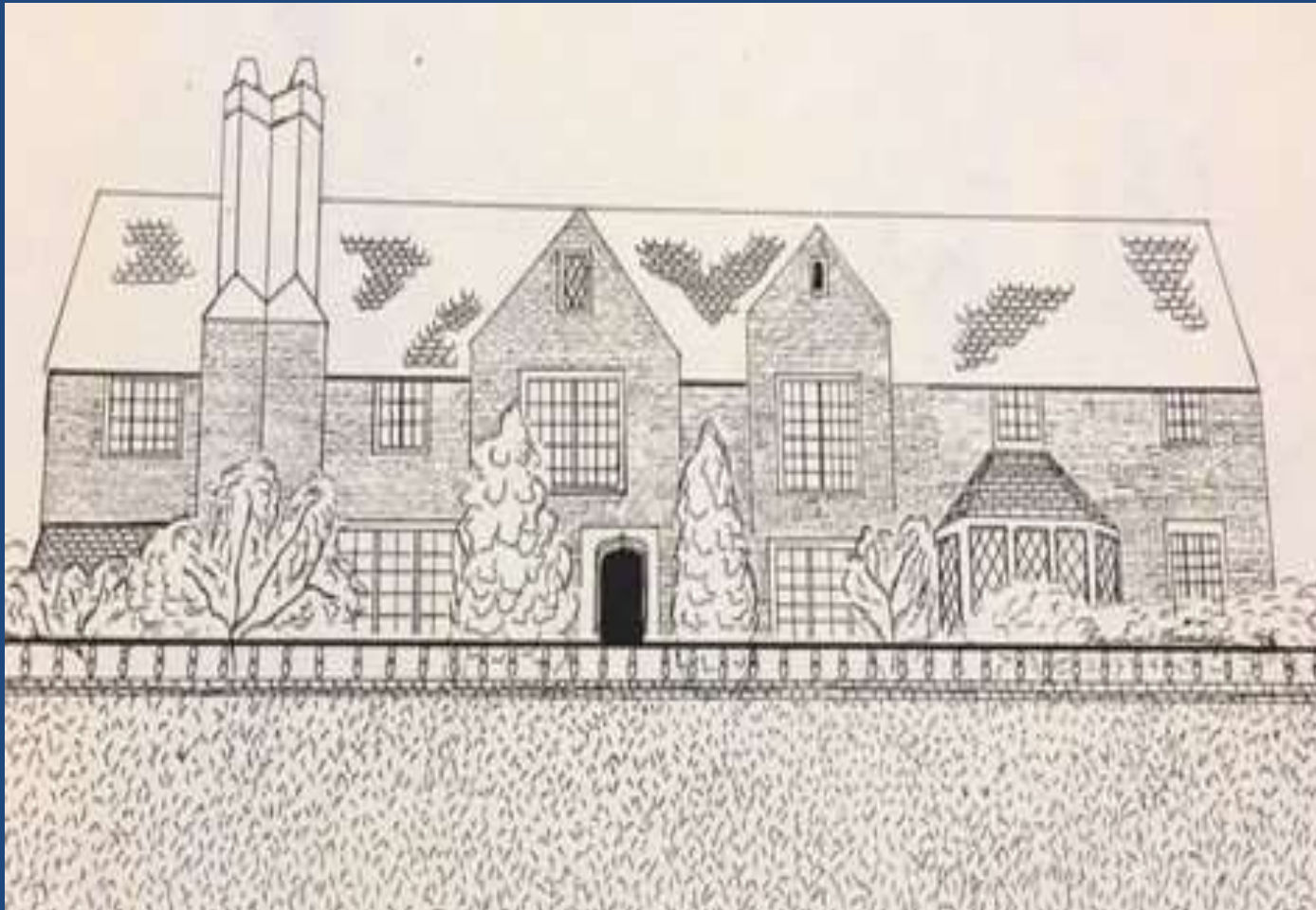


# Alex Miller Residence 1939

## 2958 Fontenay



Sidney Amster Residence  
John Sherwood 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.

# Finis

- 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.