

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form



1245

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. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

historic name Herold Building

other names/site number Kurtz Furniture

2. Location

street & number 310 Prospect Avenue

n/a

not for publication

city or town Cleveland

n/a

vicinity

state Ohio

code OH

county Cuyahoga

code 035

zip code 44115

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national statewide X local

Barbara B... Dept. Head, Inventory & Registration

Signature of certifying official/Title

Date

November 29, 2012

Ohio Historic Preservation Office, Ohio Historical Society

State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official

Date

Title

State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

entered in the National Register

determined eligible for the National Register

determined not eligible for the National Register

removed from the National Register

other (explain:)

for Edison H. Beall

Signature of the Keeper

Date of Action

1.29.13

Herold Building
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County and State

5. Classification

Ownership of Property

(Check as many boxes as apply.)

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

Category of Property

(Check only **one** box.)

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
		sites
		structures
		objects
1	0	Total

Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing)

Historic and Architectural Resources of the Lower
Prospect/Huron District of Cleveland, Ohio

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/specialty store

Current Functions

(Enter categories from instructions.)

COMMERCE/restaurant

DOMESTIC/multiple dwelling

WORK IN PROGRESS

7. Description

Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT: Moderne

Materials

(Enter categories from instructions.)

foundation: CONCRETE

walls: BRICK

STRUCTURAL GLASS

roof: SYNTHETICS

other: METAL

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Narrative Description

Summary Paragraph

The Herold Building is a 4-story commercial block at 310 Prospect Avenue, along a historic commercial corridor on the southeast side of downtown Cleveland, Ohio. Originally constructed in 1906 with a brick façade, and once connected to the adjacent building to the west (Record Rendezvous, 300 Prospect Avenue), the Herold Building has been modified multiple times in a reflection of changing architectural tastes. The current façade, installed c.1948 during the historic period of significance, features structural black glass panels expressing vertical pilasters, with decorative metal spandrel panels separating the windows at each floor. Windows on all levels include three-part transoms, with tall fixed windows in the same configuration on the second floor, and a pair of 1/1 hung windows at each of the upper two floors. In keeping with its Moderne aesthetic, the building has no ornamentation other than at the spandrels, which remain from an earlier version of the façade. The storefront is non-historic, and a non-historic canopy has also been installed above the first floor, although it is currently in poor condition. The building's east elevation was historically an interior party wall, exposed when the adjacent building was destroyed by fire, and features irregular rough brick facing with five previously interior door openings infilled with brick. The south elevation fronts a narrow alley and is undecorated. The interior of the first floor has been modified, but the upper three floors remain relatively unaltered. With an intact façade from the historic period, the building retains a good degree of integrity and continues to convey its historic appearance.

Narrative Description

The Herold Building is a 4-story commercial building at 310 Prospect Avenue in downtown Cleveland, Ohio, just a few blocks southeast of the city's center at Public Square. Prospect Avenue is a historically significant commercial strip, and historic districts exist on the opposite (north) side of the street from the Herold Building, as well as a few blocks east. Historic commercial buildings also abut the building to the west, but the adjacent building to the east was lost to fire and is now a vacant lot. A narrow alley separates the south face of the building from another row of historic buildings fronting High Street. Adjacent blocks to the east and west respectively include a large surface parking lot and a recently completed parking garage.

The (north) façade of the Herold Building has a somewhat unusual appearance that reflects its stylistic and functional evolution during the historic period. The Moderne design features three bays with vertical bands of windows and ornamental metal spandrel panels at each floor, with the remainder of the undecorated façade covered in black structural glass panels. The glass panels on the west end of the façade extend to the edge of the window openings on the adjacent building (Record Rendezvous, 300 Prospect Avenue), which was originally constructed as an addition to the Herold Building but later separated. The glass facing was added in a c.1948 renovation, but the windows and metal spandrel panels date to an earlier stone version of the façade that was itself a modification of the original brick, most likely from the late 1920s. The ground level has experienced some non-historic alterations, with non-historic aluminum storefront assemblies, green granite pilasters, and wood bulkheads. A non-historic metal and fabric canopy has been installed above the storefronts, but it is in poor condition. The Herold Building's east elevation was historically a party wall shared with the adjacent building, which has since been lost to fire. The wall consists of irregular and rough brick masonry, with one previously interior door opening at each of the upper three floors, and two at ground level, now infilled with brick. The undecorated rear (south) elevation faces a narrow alley and includes multi-paned steel industrial windows with a metal fire escape projecting from the wall. The first floor interior has been modified with dropped ceilings and non-historic partitions and finishes, but the upper floors remain essentially unaltered and include large open spaces with undecorated plaster finishes. A historic stair also remains in the building.

The Herold Building retains historic integrity. The appearance of the façade is nearly unchanged from its c.1948 appearance, other than changes to the ground floor, which are relatively minimal and to be expected on a commercial building. The interior of the retail space has been modified to accommodate subsequent tenants, but again such modifications are common to historic buildings of this type. The building still clearly conveys its historic appearance and associations.

300 Prospect Avenue (Record Rendezvous) was originally constructed c.1908 as an addition to the Herold Building, with interior connections and shared ownership and occupancy. The Herold Building at 310 Prospect was sold independently from 300 Prospect in 1914, however, and each building has remained under independent ownership since that time. The

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Herold Building and Record Rendezvous were physically separated c.1920, with masonry used to infill all interior connections between the two and a distinct facade installed on the Herold Building, and the two buildings have functioned separately ever since. The Herold Building derives its primary historic significance from the modernization of its facade with structural glass panels, which occurred in 1948, and Record Rendezvous derives its historic significance from the business of the same name, which first occupied the building in 1945. As the Herold Building and Record Rendezvous were under separate ownership and physically and functionally separated during the majority, and most significant portion, of the Herold Building's period of significance (1907-1948) and the entirety of Record Rendezvous' period of significance (1945-1962), each building is being nominated to the National Register as a separate historic building.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☐ 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.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- ☐ A Owned by a religious institution or used for religious purposes.
- ☐ B 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.

Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

Period of Significance

1906-1948

Significant Dates

1906 – Original construction

1948 – Façade modifications

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

Period of Significance (justification)

The period of significance begins in 1906, when the building was first constructed and occupied. It ends in 1948, when the significant façade modifications using structural glass panels were completed.

Criteria Considerations (explanation, if necessary)

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Statement of Significance Summary Paragraph

The Herold Building is significant at the local level under Criterion C in the area of architecture, as an intact and representative example of the "small commercial building" subtype identified in the multiple property listing "Historic and Architectural Resources of the Lower Prospect/Huron District of Cleveland, Ohio" (NR 1993) as well as a rare surviving example of the use of structural glass panels to "modernize" existing commercial buildings during the 1930s and 1940s. Façade modernization has long been a significant and widespread trend in the history of American commercial architecture, as retailers continuously strive to sustain an up-to-date image and generate renewed interest in their businesses. Structural glass panels first appeared in the early 20th century, but through the 1920s the material was primarily marketed for its sanitary benefits in interior uses such as counters and tabletops, as well as an alternative to marble wainscot, toilet partitions and storefront bulkheads. The rise of Art Deco, Art Moderne and similar "modernistic" architectural styles in the 1930s and 1940s, however, significantly increased the material's popularity in a wide variety of applications due to its versatility and compatibility with new streamlined aesthetic preferences. Prominent structural glass trade names "Carrara Glass" and "Vitrolite" were extensively marketed for use in commercial building modernization, which became its primary use in the late 1930s and through the 1940s. Most examples of such modernization were limited to one and two-story storefront applications, with whole façade treatments as on the Herold Building being far less common. Although this broad national trend was undoubtedly applied throughout downtown Cleveland, no other examples of structural glass modernizations from the period appear to remain in the city's central business district, either on storefronts or as whole façade treatments. The Herold Building is therefore believed to be the sole surviving example of this significant architectural trend and material in downtown Cleveland.

Narrative Statement of Significance (Provide at least one paragraph for each area of significance.)

The original development of the Herold Building in 1906 reflected the changing nature of Prospect Avenue and downtown Cleveland around the turn of the 20th century. As detailed in the multiple property listing covering the area, "Historic and Architectural Resources of the Lower Prospect/Huron District of Cleveland, Ohio" (NR 1993), Cleveland's population more than tripled between 1890 and 1930, growing from 261,000 to 900,000. The rapid growth led to substantial changes in the size and character of Cleveland's commercial center, especially around Prospect Avenue. As explained in the multiple property listing, "In the space of four decades, the area east and south of Public Square was transformed from a residential district with its own churches and schools to a dynamic commercial district, home to retailers, small industries, wholesale grocers, vaudeville and movie theatres, restaurants, banks, trade schools, medical offices, auto showrooms and repair garages, and businesses of every description."

With its close proximity to Public Square and Ontario Street – downtown Cleveland's most prominent north-south thoroughfare – the block that includes the Herold Building was one of the first along Prospect Avenue to experience such change. Although most everything east of East 4th Street (then known as Sheriff Street) remained residential in character, the blocks between Ontario and East 4th were in retail use by 1886, housed in a string of abutting 2 and 3-story commercial buildings (see attached Sanborn Map). Commercial development continued its eastward creep along Prospect, interspersed among remaining residential uses in 1896 and nearly all dwellings removed from the surrounding area by 1912 (see attached Sanborn Maps). With the most prominent retailers and businesses located along Euclid Avenue, Prospect Avenue and surrounding areas to the south housed an eclectic variety of more mundane businesses meeting the daily needs of Cleveland's residents.

As the area around Prospect became increasingly commercialized, real estate speculation and more complex land transactions also grew more common, and the Herold Building property was no exception. An article in the *Cleveland Plain Dealer* on August 13, 1905 announced that the lot had been sold by J. W. Deutsch and J. H. Sampliner to F. H. White for \$60,000. At the same time, the property was leased for 99 years to Oscar and A. B. Herold, who owned the Herold Brothers barber supply store then located on Public Square – a deal that the newspaper lauded as being "of much importance to lower Prospect street." The article also explained that the Herold Brothers intended to demolish the 2-story building existing on the site and construct "a modern four-story business block" in its place. On January 9, 1906, the *Plain Dealer* announced that the Michigan Realty Co. had applied for a permit to construct the Herold Building, described as a "four-story brick store and storage building" costing \$20,000.

Less than a year later, plans were already underway to expand the building on the adjacent parcel to the west and further improve the block, reflecting the rapid pace of growth and change at the time. Once again the Herold Brothers had

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executed a 99-year lease on the adjacent parcel, this time from F. W. Goakes and S. E. Dettelbach, who had themselves only recently leased it from Dr. Albert F. Meyer. The Herold Brothers had ambitious plans for the property, again reflecting the changing character of the area. As described in the December 22, 1907 Plain Dealer article:

"As soon as some of the old leases on the property expire it is the intention of the lessees to spend considerable money in improving the property just acquired. About a year ago, the Herolds erected a four story building adjoining the new site... The old building there will be made to conform to the new one and two other owners will co-operate in a plan to make the entire block, 170 feet front, of the same architecture. It may all be raised to five or six stories."

Although it is clear that the Herold Brothers plan was never realized in full, an addition to the Herold Building was constructed on the adjacent parcel c.1908. The original façade of that building (Record Rendezvous, 300 Prospect Avenue) remains intact, a simple but attractive commercial style design with red brick facing and limited stone detailing. Matching red brick remains behind the glass façade of the Herold Building, and the window openings also match, suggesting that the façade of the Herold Building once had a similar appearance. It is not clear, however, whether the Herold Building was modified during the addition's construction or if the addition was instead made to match the original Herold Building façade after determining that the more comprehensive plans for the block would not be realized. In 1912, the Herold Building and the addition at 300 Prospect appeared as a single building connected throughout the interior, and one can assume that the building appeared as such from the exterior as well.

In January 1914, the Herolds sold the building and associated land lease to real estate investor F. J. Langer of South Euclid. At the time, the ground floor was occupied by Wilson's bird store and the Pilsener Brewing Co. with the third and fourth floors occupied by the American Federation of Labor, reflecting the eclectic nature of the area's businesses during that era. Beginning c.1920 the building was occupied by Kurtz Furniture, which was already occupying the adjacent building to the east (320 Prospect, since lost to fire). As evident in the 1951 Sanborn Map, Kurtz Furniture effectively combined the Herold Building with 320 Prospect and completely separated it from the west addition at 300 Prospect.

The Herold Building's first façade modification occurred around the time Kurtz Furniture began occupying the building, most likely in an effort to communicate its separation from the addition, but also representing an earlier effort to modernize and update the building's appearance. The windows were modified to their current configuration and the existing metal spandrel panels were installed. The remainder of the façade now covered by structural glass panels was then faced with some variety of light colored stone or terra cotta, as visible in a 1932 photograph of Prospect Avenue. This façade remained in place until 1948, when a June 23 article in the *Cleveland Plain Dealer* reported that a piece of the stone facing had fallen from the second floor of the Herold Building (referred to as Kurtz Furniture Co.) and injured a 12 year-old girl, most likely precipitating the building's re-facing with the existing black glass. Kurtz Furniture continued to occupy the Herold Building into the 1970s, when the relocation of most retail uses to suburban shopping centers described in the multiple property listing led to the closing of a number of stores in downtown Cleveland. The building has since housed two restaurants – the Clock Restaurant and Downtown Eddie's – on the first floor, but has remained largely vacant for decades.

Structural Glass and Commercial Façade Modernization

Opaque structural glass panels first appeared in the United States around the turn of the 20th century, during a period of rapid growth in domestic flat glass production and innovation. The Marietta Manufacturing Company of Indianapolis, Indiana introduced its pigmented structural glass "Sani-Onyx" in 1900, and Pittsburgh's Penn-American Plate Glass Company followed soon after with "Novus Sanitary Structural Glass." The product was initially marketed as a durable and sanitary surface resistant to staining or scratching, with common applications including counters and tabletops, as well as refrigerator linings, and frequent use in places like operating rooms and laboratories. It was also commonly used as a replacement for traditional white marble wainscoting, flooring, toilet partitions, and storefront bulkheads. "Carrara Glass" – one of the product's most prominent and long-lasting trade names introduced by the Pittsburgh Plate Glass (PPG) Company around 1906 – was presumably named in an effort to promote its similarities to the white marble of Italy's Carrara quarries. In a prominent early example of the product's use for such purposes, architect Cass Gilbert sheathed the restrooms of the 1912-1913 Woolworth Building in Carrara Glass.

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Although manufacturers continued to promote structural glass for its durability and easy cleaning, architects began to develop a growing appreciation for the material's decorative possibilities. Two manufacturers began to dominate the industry (so much so that their trade names are now effectively synonymous with the product itself), including PPG's "Carrara Glass" and its competitor "Vitrolite," which first appeared on the market around 1916 as an independent manufacturer but was soon taken over by Toledo, Ohio's Libby-Owens-Ford Company. Beginning in the late 1920s, both companies expanded beyond the white and black glass that was generally typical to that point to include more exotic shades like jade and ivory. With Vitrolite leading the way, the range of available colors expanded dramatically in the 1930s, to include things like Robin Blue, Yellow, Tropic Green, Orchid and Red. By the end of the 1930s, up to 30 different shades of structural glass were available, in addition to options for patterning, etching, inlays and factory painting. The only known Vitrolite company showroom building extant in Ohio is located outside of downtown Cleveland on West Detroit Avenue and is listed in National Register (2004).

The clean lines, smooth glossy finish, and flexibility of structural glass – which could also be bent around curved corners – went hand-in-hand with the emergence of the sleek and streamlined modern aesthetic common to Art Deco and Art Moderne commercial architecture of the period. The bright colors and decorative options available also presented infinite opportunities for exciting, dramatic signage and other eye-catching promotion of the retailers occupying the buildings. The material's use as an exterior cladding for commercial storefronts and building façades grew to become its primary application in the 1930s and 1940s. Although the material was also employed in new construction, structural glass was more commonly used during this period in efforts to modernize existing commercial building exteriors, with its use for that purpose developing into a broad national trend.

A primary driver in the use of structural glass for commercial building modernization was the 1935 "Modernize Main Street" Architectural Competition, sponsored by Vitrolite manufacturer Libby-Owens-Ford and conducted by *Architectural Record* magazine. Remodeling designs were sought for four common categories of buildings, including drug store, apparel shop, food store, and automotive sales-and-service station, which would best "attract the public, display goods to the best advantage, and provide space, convenience, and light so that purchasing is a pleasure." Clearly such designs were intended to make ample and creative use of Vitrolite, and the competitors did not disappoint, with all published entries featuring structural glass as the primary façade covering. Although some competitors proposed using varied colors and finishes of Vitrolite to create dramatic patterns, the winning designs selected by the jury – a high-profile group that included Albert Kahn (1869-1942), William Lescaze (1896-1969), John W. Root, Jr. (1887-1963), and Cleveland's own Frank R. Walker (1877-1949) – tended toward sleek, single-color Vitrolite façades that conveyed the new modern aesthetic while also allowing for prominent signage. Over 3,000 entries were submitted to the competition, with several from each retail category (first, second, and third prize winners in each as well as numerous honorable mentions) published in the October 1935 issue of *Architectural Record*. In their accompanying statement, the jury members predicted:

"The Jury believes that this competition should have a far-reaching effect on raising the standards of store design, both through directing the interest of the designers to this field, and by providing merchants and dealers with a guide as to what an intelligent public taste will demand."

Further support for the trend was offered by the Federal Housing Administration, which offered insurance for reduced-rate loans up to \$50,000 for the modernization of commercial buildings beginning in late May 1935. The synchronicity of the "Modernization Credit Plan" and the "Modernize Main Street" competition was not incidental, and both FHA and Libby-Owens-Ford included heavy cross promotion of each other's efforts to spur commercial building modernization. The modernization loan program was also marketed as a potential boon to architects during the Great Depression, with the acting Federal Housing Administrator noting (in a separate article in the same October 1935 issue of *Architectural Record*) that funded projects would "usually necessitate the aid of competent consultants," and adding that, "an architect's fee may be included in the amount of the loan, so that the consultant can be fully reimbursed in cash within a reasonable amount of time." The article also challenges all architects, "to promote his interests by active selling of the Modernization Credit Plan to clients with properties for which repairs and improvements are necessary or desirable."

Substantial evidence has existed in cities and towns across the country to demonstrate the influence of these broad national efforts to promote modernization and the use of structural glass, with innumerable commercial building façades – especially on smaller-scale retail properties similar to the Herold Building – refaced with structural glass during the 1930s and 1940s. The continuation of these active marketing and modernization efforts

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is demonstrated through articles like "Remodeling in Glass attracts attention and dollars," from the March 1940 issue of *Architectural Forum*, which documents the thorough transformation of Pittsburgh's ornate 19th-century Duquesne National Bank to create a modern new home for the Pugh Brother's jewelry store. The elaborately decorated stone façade and two-story oriel window were replaced with a smooth plane of white and black Carrara Glass, with a continuous tall, narrow window opening on the upper three floors, and a large neon sign above the aluminum-trimmed storefront. Similar examples were common around the nation through the 1940s, although many focused solely on improving the most visible first and second floors where retail operations would receive the biggest impact, with the upper floors left intact. While the overall modernization trend continued through the 1950s and 1960s, the popularity of structural glass was relatively short-lived, as it was gradually replaced by other newfound materials like porcelain enamel and aluminum after World War II. After unsuccessful attempts during the 1950s to market structural glass for use in curtain wall spandrels and to reinvigorate its market for utilitarian interior uses, production of Vitrolite, Carrara Glass and most other domestic structural glass ceased around 1960.

With its growing population and strong retail economy during the period, as well as its close proximity to the nation's two most dominant structural glass producers in Toledo and Pittsburgh, downtown Cleveland was undoubtedly impacted by this broader trend. Remarkably, however, no structural glass façade coverings remain in the city's central core except on the Herold Building. With only a roughly 15-year period of popularity and the material most often confined to lower storefront levels, where retailers continuously strive to keep pace with contemporary trends, many of the examples likely fell victim to subsequent remodeling efforts as downtown Cleveland retailers struggled against the draw of emerging suburban shopping districts in the post-War years. Those that survived were in turn likely neglected following the central city's rapid economic decline after 1960, and structural glass is notoriously difficult to repair or restore, especially with little to no new production of the material. With its difficulty of repair and limited public appreciation for structural glass, a few other remaining local examples like the green Vitrolite storefront at the McCrory Building (NR 1987, East Fourth Street Historic District) have recently been lost to renovation projects, leaving the Herold Building as downtown Cleveland's sole remaining example of the material's exterior application.

Survival of the Herold Building's structural glass covering is probably only due to its application to the building's entire façade, as the glass has indeed been removed and replaced at the building's storefront level. Its 1948 installation date marks the tail end of the use of structural glass for commercial façade modernization, and the retention of previous windows and spandrels differs somewhat from the wholesale Art Deco and Art Moderne redesigns from the late 1930s and early 1940s. The application of smooth black structural glass to the façade is clearly representative of the material's use in commercial façade modernization, however, and as downtown Cleveland's last remaining example of this significant architectural trend, the Herold Building is significant under Criterion C in the area of architecture.

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9. Major Bibliographical References

Bibliography

"Big Down Town Deals Closed." *Cleveland Plain Dealer*, December 22, 1907, 24.

"Bike-Buying Trip is Almost Tragic." *Cleveland Plain Dealer*, June 23, 1948, 7.

"Carrara Structural Glass." Pittsburgh Plate Glass Company Product Catalog, 1942.

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"Herold Structure on Prospect Sold." *Cleveland Plain Dealer*, January 7, 1914, 9.

Jester, Thomas C., ed. *Twentieth-Century Building Materials: History and Conservation*. Washington, DC: McGraw Hill, 1995.

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McDonald, Stewart. "FHA Modernization Credit Plan Offers Opportunities to Architects." *Architectural Record* 78 (October 1935): 207-208.

Miller, Carol Poh. "Historic and Architectural Resources of the Lower Prospect/Huron District of Cleveland, Ohio." National Register of Historic Places, Multiple Property Documentation Form. 1992.

"Modernize Main Street." *Architectural Record* 72 (August 1935): 78.

"'Modernize Main Street' Competition Awards." *Architectural Record* 78 (October 1935): 209-266.

"New Block on Prospect-av., S. E." *Cleveland Plain Dealer*, January 9, 1906, 5.

"Remodeling in Glass attracts attention and dollars." *Architectural Forum* 72 (March 1940): 205.

Sanborn Fire Insurance Maps. Cleveland Public Library. Cleveland, Ohio.

"The Preservation of Historic Pigmented Structural Glass (Vitrolite and Carrara Glass)." *Preservation Brief* 12. National Park Service, 1984.

"Trade to Boom When Fall Comes." *Cleveland Plain Dealer*, August 13, 1905, 12.

Yorke, Douglas A, Jr., AIA. "Materials Conservation for the Twentieth Century: The Case for Structural Glass." *Bulletin of the Association for Preservation Technology* 13:3 (1981): 18-29.

Previous documentation on file (NPS):

☐ preliminary determination of individual listing (36 CFR 67 has been requested)
☐ previously listed in the National Register
☐ previously determined eligible by the National Register
☐ designated a National Historic Landmark
☐ recorded by Historic American Buildings Survey # _____
☐ recorded by Historic American Engineering Record # _____
☐ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

☐ State Historic Preservation Office
☐ Other State agency
☐ Federal agency
☐ Local government
☐ University
☒ Other

Name of repository: Cleveland Public Library

Historic Resources Survey Number (if assigned): _____

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10. Geographical Data

Acreage of Property 0.09 acres

UTM References

1	17	442373	4594063	3			
	Zone	Easting	Northing		Zone	Easting	Northing
2				4			
	Zone	Easting	Northing		Zone	Easting	Northing

Verbal Boundary Description

The nominated property consists of a single parcel (Cuyahoga County Parcel #101-28-006) bounded on the north by Prospect Avenue, on the south by an unnamed alley, on the west by an adjacent building (300 Prospect Avenue) and on the east by a vacant lot.

Boundary Justification

The boundary of the nominated property includes all land historically associated with the building.

11. Form Prepared By

name/title	Peter Ketter		
organization	Sandvick Architects, Inc.	date	04/20/2012
street & number	1265 West Sixth Street	telephone	216-621-8055
city or town	Cleveland	state	Ohio
		zip code	44113
e-mail	pketter@sandvickarchitects.com		

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.
A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

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Name of Property: Herold Building
City or Vicinity: Cleveland
County: Cuyahoga County State: Ohio
Photographer: Peter Ketter (all photos)
Date Photographed: July 2012 (all photos)
Location of Original Digital Files: Sandvick Architects, 1265 W. 6th St., Cleveland, OH

Description of Photograph(s) and number:

Photo #1 (OH_CuyahogaCounty_Herold_0001)
North façade, camera facing south.

Photo #2 (OH_CuyahogaCounty_Herold_0002)
Northeast oblique, camera facing southwest.

Photo #3 (OH_CuyahogaCounty_Herold_0003)
North façade, typical bay detail, camera facing south.

Photo #4 (OH_CuyahogaCounty_Herold_0004)
North façade, detail of structural glass façade and metal spandrels, camera facing south.

Photo #5 (OH_CuyahogaCounty_Herold_0005)
South (rear) elevation, upper floors, camera facing northeast.

Photo #6 (OH_CuyahogaCounty_Herold_0006)
First floor interior, camera facing northeast.

Photo #7 (OH_CuyahogaCounty_Herold_0007)
Typical upper floor interior, camera facing northwest.

Property Owner:

(Complete this item at the request of the SHPO or FPO.)

name LR Prospect Investors LLC
street & number 515 S Flower St telephone _____
city or town Los Angeles state CA zip code 90071

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 seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 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.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 1

Herold Building

Name of Property

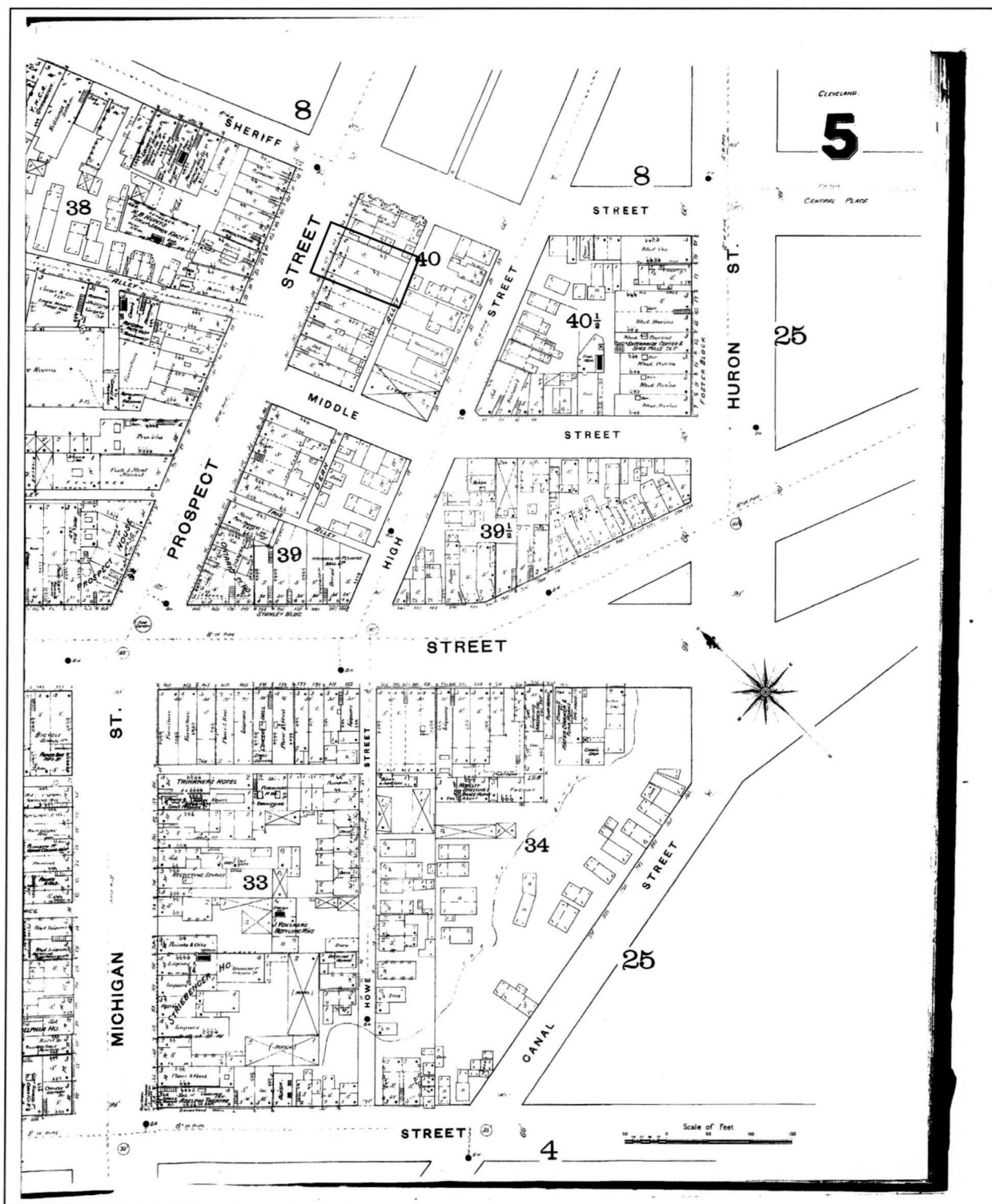
Cuyahoga County, Ohio

County and State

Lower Prospect/Huron District

Name of multiple listing (if applicable)

1886 Sanborn Map, Cleveland, Ohio, Volume 1 Sheet 5



United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 2

Herold Building
Name of Property

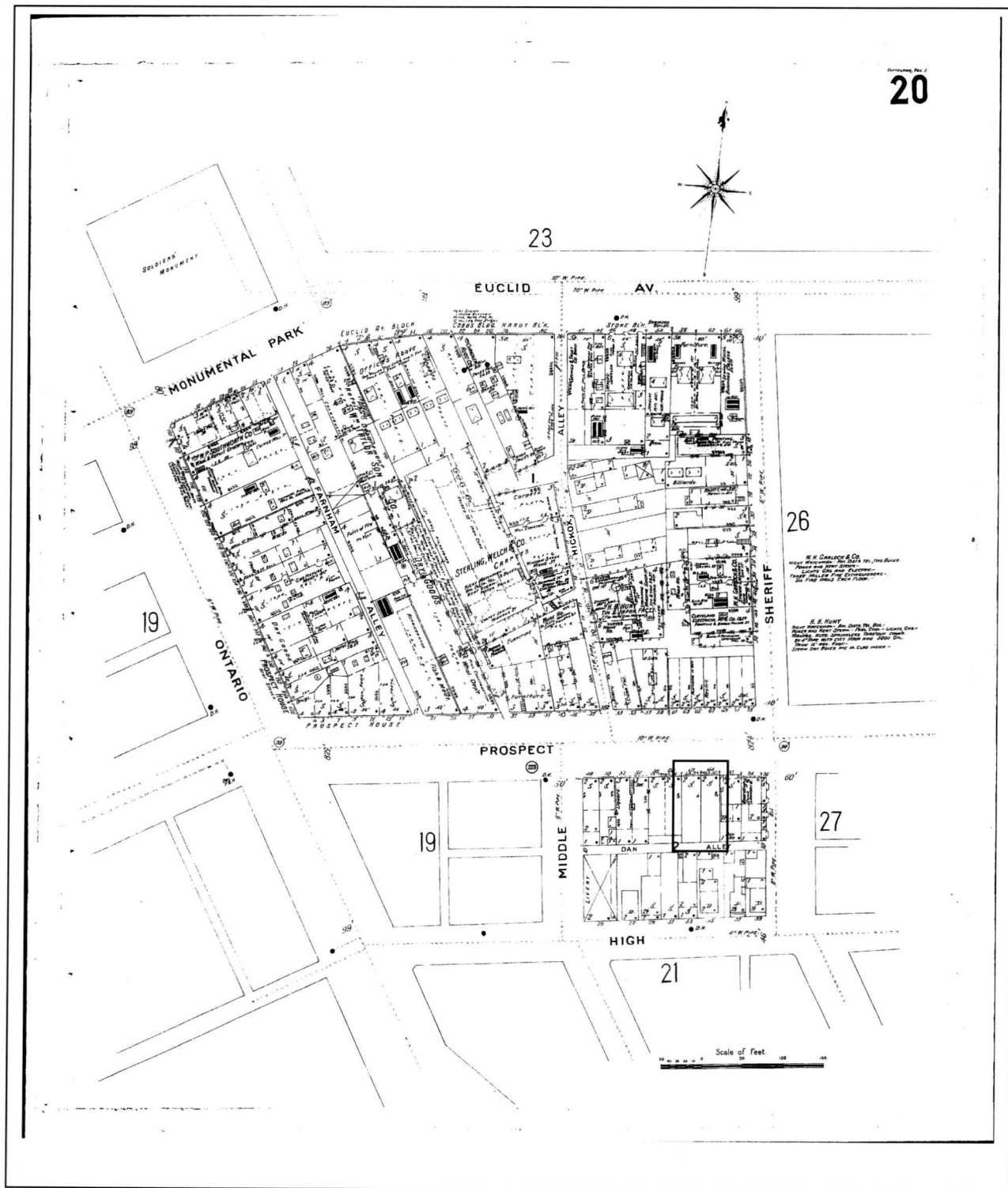
Cuyahoga County, Ohio

County and State

Lower Prospect/Huron District

Name of multiple listing (if applicable)

1896 Sanborn Map, Cleveland, Ohio, Volume 1 Sheet 20



United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 3

Herold Building
Name of Property

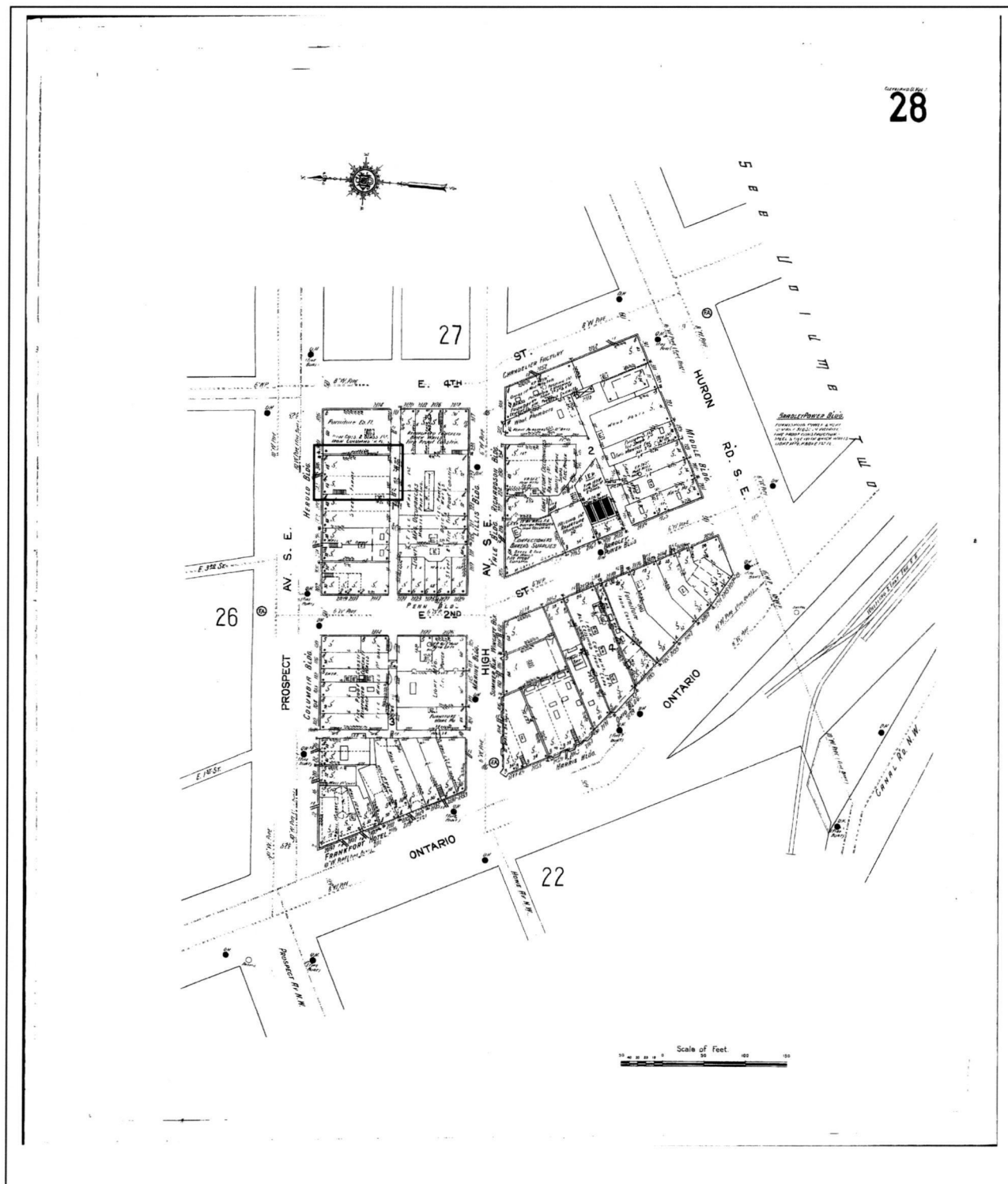
Cuyahoga County, Ohio

County and State

Lower Prospect/Huron District

Name of multiple listing (if applicable)

1912 Sanborn Map, Cleveland, Ohio, Volume 1 Sheet 28



United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 4

Herold Building

Name of Property

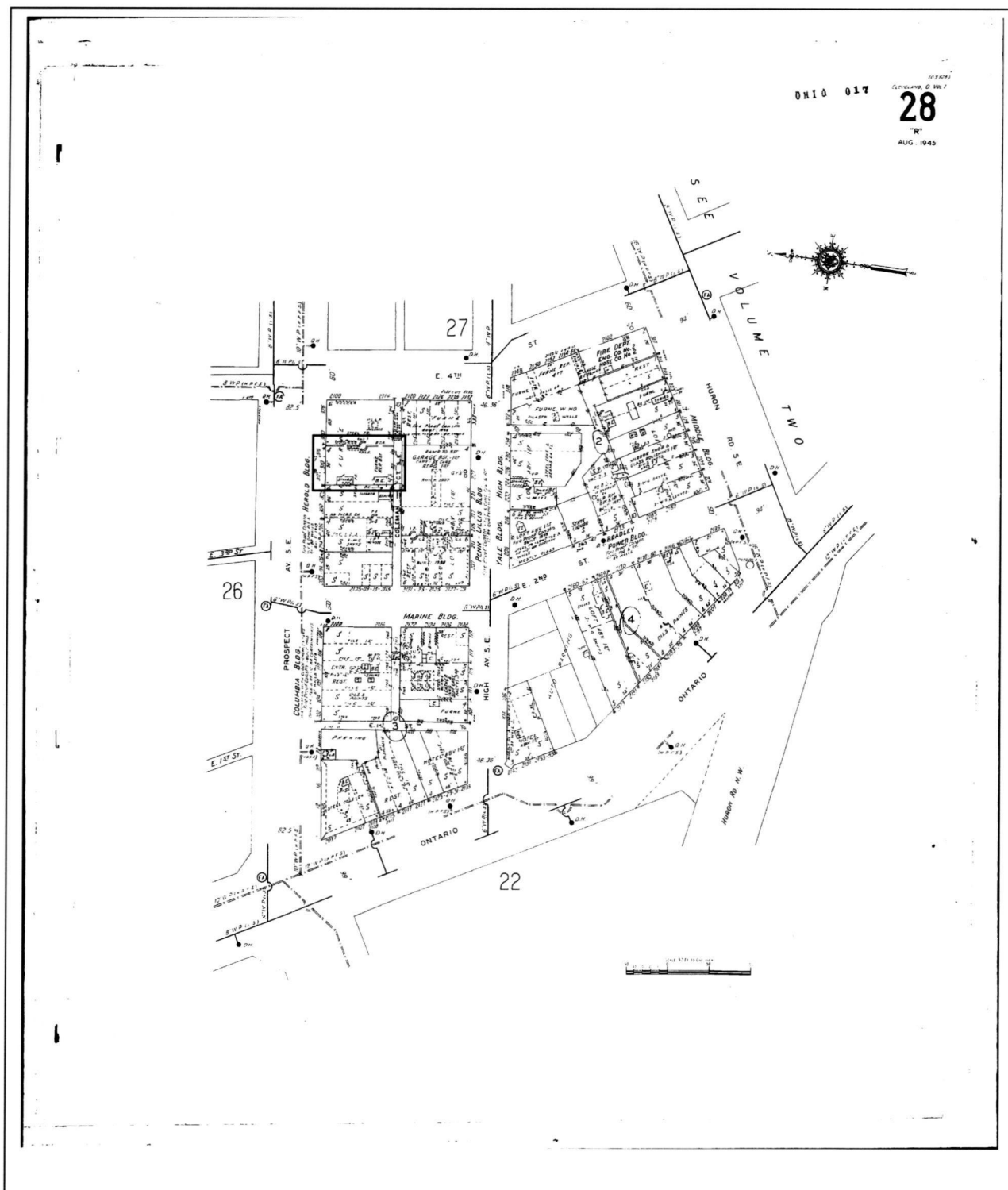
Cuyahoga County, Ohio

County and State

Lower Prospect/Huron District

Name of multiple listing (if applicable)

1951 Sanborn Map, Cleveland, Ohio, Volume 1 Sheet 28



United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 5

Herold Building

Name of Property

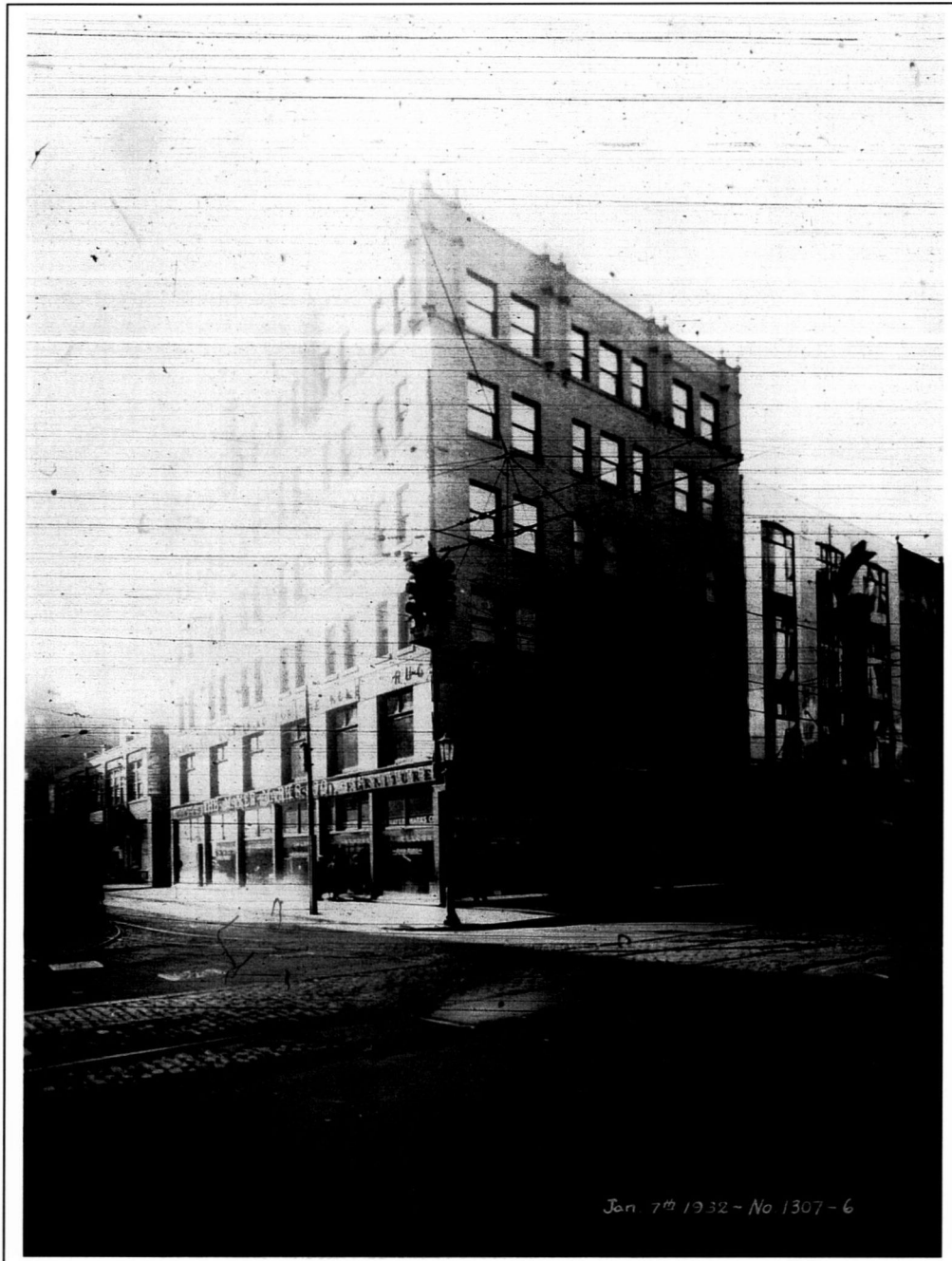
Cuyahoga County, Ohio

County and State

Lower Prospect/Huron District

Name of multiple listing (if applicable)

Prospect Avenue, Looking Southwest from East 4th Street - Herold Building at Center, 1932
Cleveland Picture File, Western Reserve Historical Society, Cleveland, Ohio



United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 6

Herold Building

Name of Property

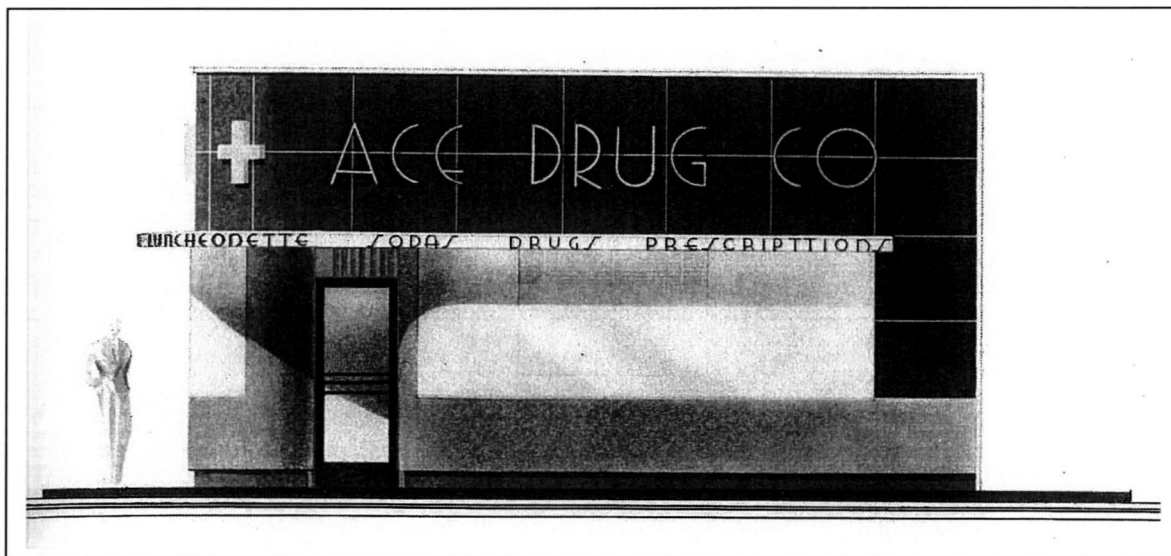
Cuyahoga County, Ohio

County and State

Lower Prospect/Huron District

Name of multiple listing (if applicable)

Example of Prize Winning Design From "Modernize Main Street" Architectural Competition
Drug Store Category (Second Prize) - Submitted by G. Foster Harrell Jr.
From "'Modernize Main Street' Competition Awards," Architectural Record, October 1935



**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 7

Herold Building

Name of Property

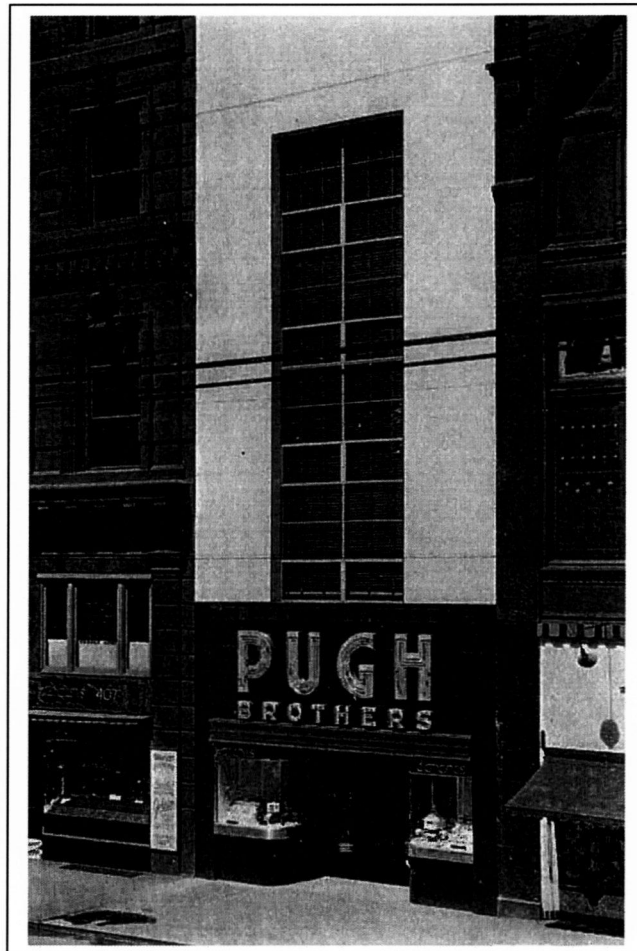
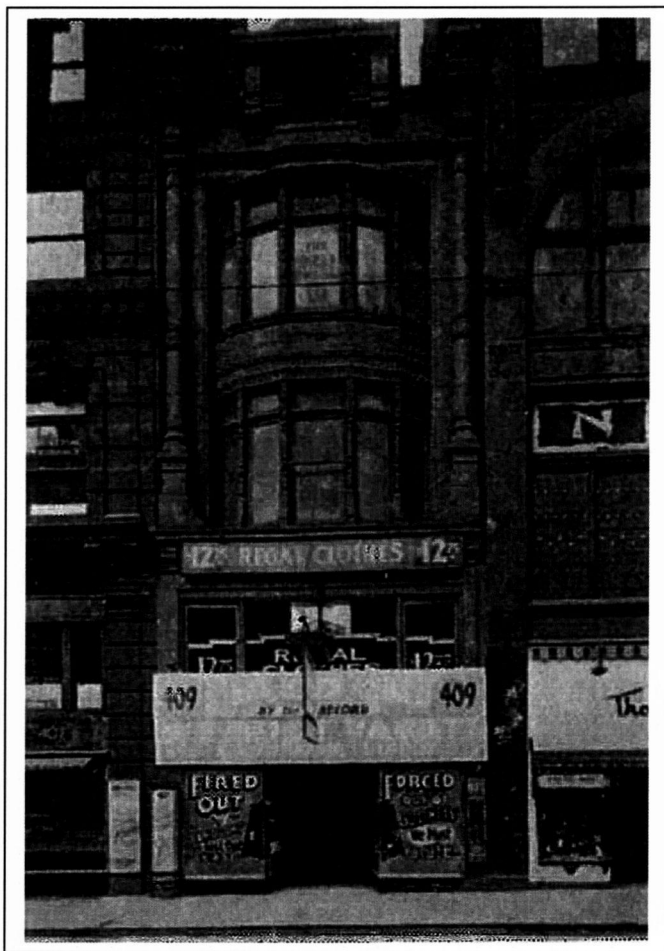
Cuyahoga County, Ohio

County and State

Lower Prospect/Huron District

Name of multiple listing (if applicable)

Pugh Brothers Building, Pittsburgh, PA – Before (left) and After (right) Modernization
From "Remodeling in Glass attracts attention and Dollars," Architectural Forum, March 1940



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Herold Building
NAME:

MULTIPLE Lower Prospect--Huron District MPS
NAME:

STATE & COUNTY: OHIO, Cuyahoga

DATE RECEIVED: 12/14/12 DATE OF PENDING LIST: 1/14/13
DATE OF 16TH DAY: 1/29/13 DATE OF 45TH DAY: 1/30/13
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 12001245

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

☒ ACCEPT ☐ RETURN ☐ REJECT 1.29.13 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in
The National Register
of
Historic Places

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



Herald Building
Cuyahoga Co. OH 1077



Herold Building
Cuyahoga County, OH 2 of 7



Herold Building
Cuyahoga Co, OH 3 of 7



Herald Building
Cuyahoga Co, OH 4417



Herold Building
Cuyahoga Co, C H 5 of 7



Hendel Building
Cuyahoga Co, OH 6077



Herold Building
Cuyahoga Co. OH

7077

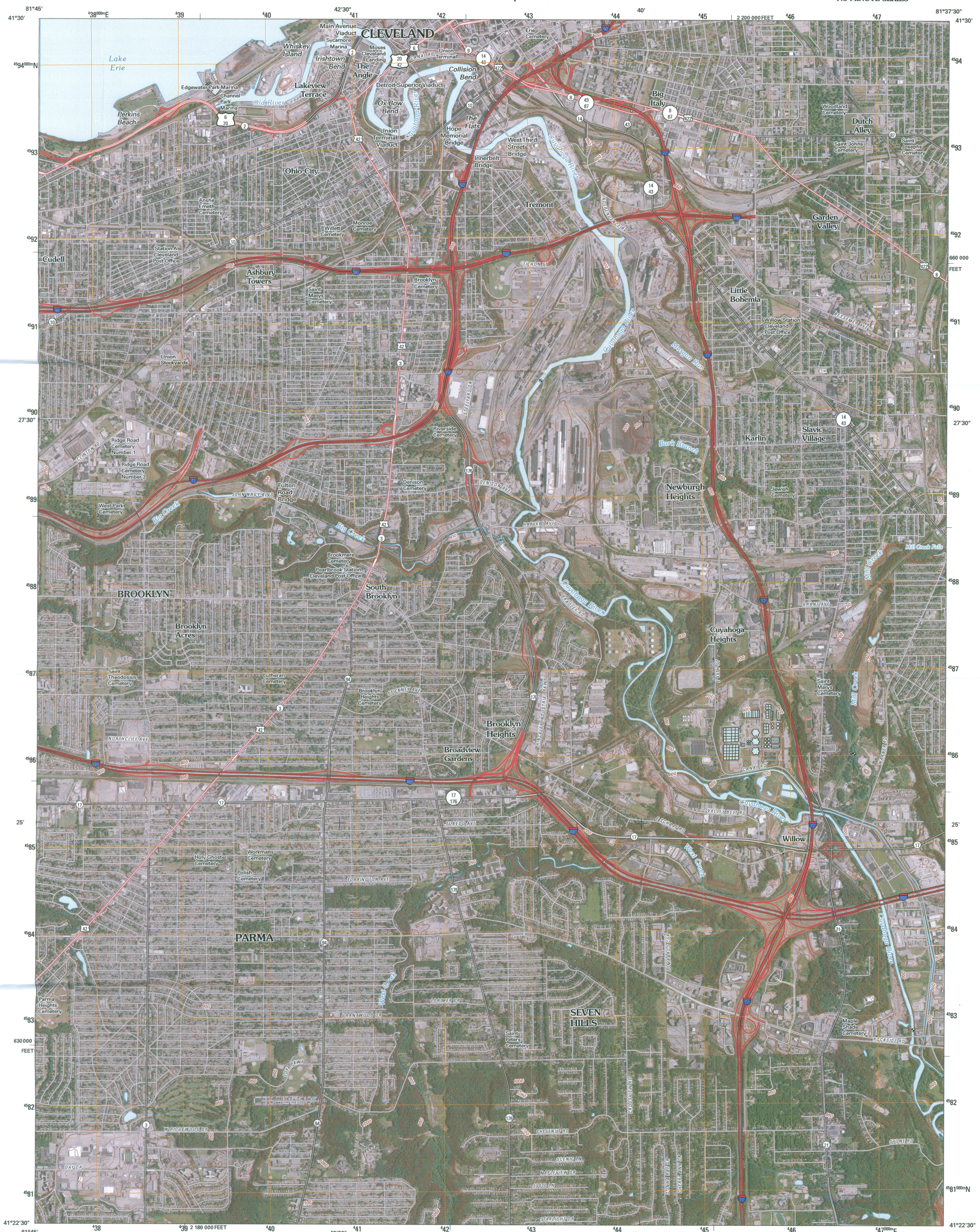
HEROLD BUILDING
CLEVELAND, CUYAHOGA CO., OH
UTM: 17 1442373/4514063



U.S. DEPARTMENT OF THE INTERIOR
U. S. GEOLOGICAL SURVEY

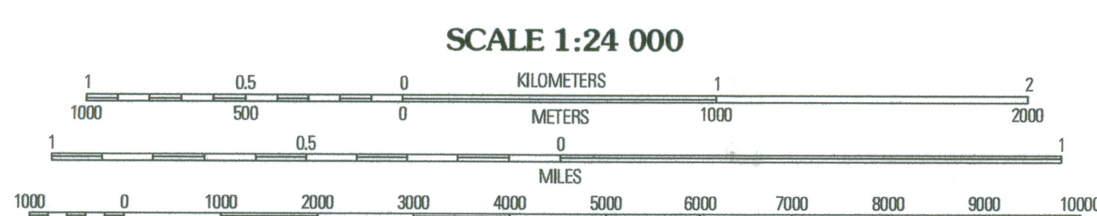
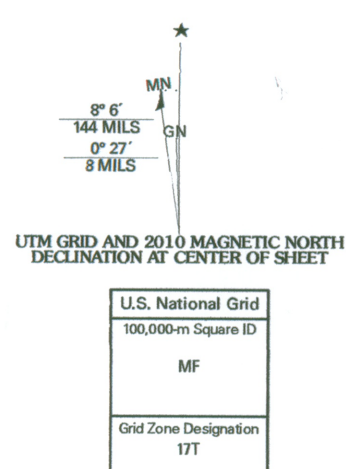


CLEVELAND SOUTH QUADRANGLE
OHIO
7.5-MINUTE SERIES

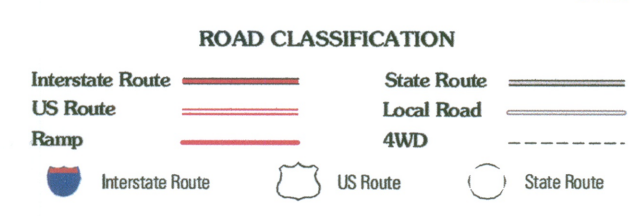


Produced by the United States Geological Survey
North American Datum of 1983 (NAD83)
World Geodetic System of 1984 (WGS84). Projection and
1 000-meter grid. Universal Transverse Mercator, Zone 17T
10 000-foot ticks. Ohio Coordinate System of 1983
(north zone)

Imagery.....NAP, June 2004 - September 2004
Roads.....2006-2010 Tele Atlas
Names.....GNIS, 2008
Hydrography.....National Hydrography Dataset, 2004
Contours.....National Elevation Dataset, 2004



CONTOUR INTERVAL 10 FEET
NORTH AMERICAN VERTICAL DATUM OF 1988
This map was produced to conform with version 0.5.10 of the
draft USGS Standards for 7.5-Minute Quadrangle Maps.
A metadata file associated with this product is draft version 0.5.11



CLEVELAND SOUTH, OH
2010

NATIONAL REGISTER OF HISTORIC PLACES
NPS TRANSMITTAL CHECK LIST

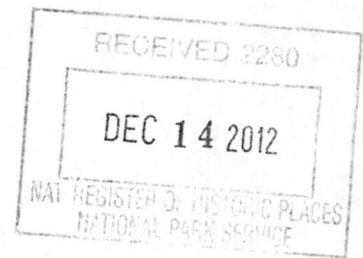
OHIO HISTORIC PRESERVATION OFFICE
800 E. 17th Avenue
Columbus, OH 43211
(614)-298-2000

The following materials are submitted on Dec. 6, 2012
For nomination of the Herald Building to the National Register of
Historic Places:

- ☒ Original National Register of Historic Places nomination form
- ☐ Multiple Property Nomination Cover Document = *an file at NPS*
- ☐ Multiple Property Nomination form *"Historic and Architectural
Resources of the Lower
Prospect/Huron District of
Cleveland, OH"*
- 7 Photographs
- 1 CD with electronic images
- 1 Original USGS map(s)
- ☐ Sketch map(s)/Photograph view map(s)/Floor plan(s)
- ☐ Piece(s) of correspondence
- ☐ 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: _____



December 6, 2012

Ms. Carol D. Shull, Keeper of the
National Register
National Park Service
National Register of Historic Places
1201 Eye Street, NW (2280)
Washington DC 20005

Dear Ms. Shull:

Enclosed please find two (2) new National Register nominations for Ohio. All appropriate notification procedures have been followed for the new nomination submission.

NEW NOMINATION

Herold Building
Kendel Building

COUNTY

Cuyahoga
Cuyahoga

Both of these properties are nominated as part of the Historic and Architectural Resources of the Lower Prospect/Huron District of Cleveland, Ohio Multiple Property Documentation. The MPD cover is on file at the National Park Service.

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,

Burt Logan
for Burt Logan
Executive Director and CEO
State Historic Preservation Officer

Enclosures

OHIO HISTORICAL SOCIETY

Ohio Historic Preservation Office

800 East 17th Avenue, Columbus, Ohio 43211 ph: 614.298.2000 fx: 614.298.2037

www.ohiohistory.org