

CITY OF LAKEWOOD - NOMINATION OF RESIDENTIAL PROPERTY FOR HISTORIC DESIGNATION

Instructions: Complete page one of the nomination form, use page two as needed for additional information, check all boxes that apply on page three, and sign and date page four.

Email completed form with photos and any attachments to the Lakewood Heritage Advisory Board at LakewoodHAB@gmail.com
Questions regarding the nomination form, nomination process or LHAB can be emailed to the same address.

Property and Owner Information:

Property Owner(s) Michael and Jeanne Mackay
Property Address 13428 Lake Avenue, Lakewood, Ohio 44107
Phone (216) 221-1803 Email jeannemackay@sbcglobal.net

Property Information: (check all that apply; provide building description and/or current photos to explain nomination intent)

House Garage Other: _____ Permanent Parcel Number: 312-07-009
Construction Date: 1923 Architect/Builder: Gustave B. Bohm, Architect; J.E. Christian Co., Builder

Building Description and History:

In 1922, George G. and Margaret G. Schuele, residing at 1476 Mars Avenue in Lakewood, hired New York trained Cleveland architect Gustave B. Bohm to design their new home at 13428 Lake Avenue. George's brother, ^{KARL} Christian, was already living in a Bohm designed residence at 10498 Lake Avenue in Cleveland, which has many of the same architectural features and elements. George G. Schuele was the son of Christian Schuele, a founding member along with Charles Fries, of Fries & Schuele department store located on West 25th street one block north of the old West Side Market House (across the street from the current West Side Market). It was said that Fries & Schuele was THE place to go for housewares of all kinds, especially carpeting. My mother, still has wool carpeting in her home today from Fries & Schuele, attesting to the fine quality of their goods. The store is now the home of Sam McNulty's very successful Bier Markt.

After his father's death, George Schuele led Fries & Schuele until his sudden death in 1945 (see attachments). They raised two children in the home, George and Betty. Margaret Schuele lived out the rest of her years in the home that was her wedding gift until her death at 102 in 1988

We, the Mackay family, bought the home in 1989 from Margaret Schuele's estate and it was like walking back into 1923 as the house was completely in its original state. It was fantastically intact, although quite dusty and dirty. There was very old floral wool wall to wall carpeting throughout the first floor, from Fries & Schuele of course, and all of the original elements including bathroom fixtures, wallpapers, an unusual lincrusta on the dining room walls, light fixtures, kitchen cabinetry, the original "ice" box and a magnificent ceramic tile water fountain feature in the sun room that was used to house gold fish.

Architecturally, the Schuele home, retains nearly all of its original historic building fabric. Constructed of beige brick, the home is a three story residence built over a full basement; the third story is visible from the rear of the building. The home, constructed in the French eclectic style, is a center hall colonial with centrally placed front

Michael and Jeanne Mackay

Owner

13428 Lake Avenue, Lakewood, Ohio 44107

Property Address

door flanked by leaded sidelights and topped with leaded fanlight. A portico curves over the fanlight (mirroring the curved mullions on sunroom doors) and is supported by double pillars on each side.

French doors on either side of the front door are topped with decorative semicircular arches composed of stucco and brick, and inset with round ceramic tiles. Red brick footers provide the base for all of the doors on the front façade and match the three step sidewall staircases on the front walk and driveway entryways. Decorative wrought iron railings surround the window wells below the two French doors. Soldier brick arches top the sunroom doors on the western side of the front façade, as well as the side porch doorway on the eastern façade.

Two double six-over-one sashes with brick sills, are separated by a pair of French casements with window box which centers over the front door. Two circular nine-light windows complete the second floor and puncture the triangular brick façade created by the hipped roof above the sunroom (on western side) and side porch (on the eastern side) providing light to the closets within. The center pane in these windows is a tiny little door that still maintains its original brass hinges, nob and latch on the inside.

The front door light fixture is original, as well as all of the hardware on the doors and windows of the home. The home maintains all of its original wooden windows and doors, to include many of the original storms. The home has a mix of six over one double hung windows, French casements, and eight pane French doors, four of which add a unique "French" touch with curved mullions.

The hipped roof was recently restored with new cement tile replacing the original cement tile roof in profile, scale, material and color. The garage is a two car brick structure with hipped roof and restored cement tile roof to match the house. The garage doors have been changed, but the original carriage doors remain in the basement for safe keeping. The garage is very pleasing to the eye in its proportions.

Gustave B. Bohm designed this unique and one of a kind home with a graceful elegance which, compared with homes today, is properly scaled to people. In addition, the exterior proportions of the home are very symmetrical and pleasing to the eye. "To combine thoroughness of work with artistic results and durability has been Mr. Bohm's aim as his work attests." ("Mr. Bohm's Work" featured in The Ohio Architect, Engineer and Builder Dec. 1916 Ed, attached) We have not made any additions or subtractions from the original footprint of the home as one cannot improve on excellence in design.

This handsome home has stood the test of time as Mr. Bohm intended and deserves to be designated as 'historic' under the Lakewood ordinance. Mr. Bohm's body of work elegantly graces the streets of Lakewood, Cleveland and Rocky River and Cleveland Hts., making our extended community a more beautiful place. The building styles of his era will never be replicated, due to today's costs. For this reason, I think this home significantly contributes to the "character, interest and value of Lakewood".

Additional Information:

See attached.

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Considerations for Nomination: (Check all that apply to the property)

- (1) Has character, interest or value as part of the heritage of the City, region, State of Ohio or United States;
- (2) The location is the site of a significant historic event;
- (3) Associated with a person or persons who significantly contributed to the historic development of the City;
- (4) Exemplifies the cultural, economic, social, archeological, or historic heritage of the City;
- (5) Reflects the environment of a group of people in an era of history characterized by a distinctive architectural style;
- (6) Reflects distinguishing historical characteristics of a group of people in an era of history characterized by a distinctive architectural style;
- (7) The work of an architect or master builder whose individual work has influenced the development of the City;
- (8) Embodies elements of architectural design, detail, materials or craftsmanship which represent a significant architectural style or technological innovation;
- (9) Possesses a unique location or singular physical characteristics representing an established and familiar visual feature of a neighborhood, community or the City;
- (10) The likelihood of yielding information important to the understanding of prehistory or history.

Additional Considerations: (must meet both criteria)

- (1) Must have a high degree of historic integrity, without excessive loss of architectural or historic character.
- (2) Must have an internal historic cohesiveness in the sense of a shared common history of its inhabitants, historical development, a shared architectural style or design, or a body of architecture illustrating the evolution of architectural styles over a period of time.

Michael and Jeanne Mackay _____

Owner

13428 Lake Avenue, Lakewood, Ohio 44107 _____

Property Address

Nomination Prepared By: Jeanne Mackay

Phone (216) 221-1803 Email jeannemackay@sbcglobal.net

Property Owner Signatures _____ Date _____

_____ Date _____

Lakewood Heritage Advisory Board Nomination Number: 2015.002

Lakewood Heritage Advisory Board Review Date: 7/23/2015 Action: Passed (Unanimous)

Date of Planning Commission Review (Eligibility): _____ Action: _____

Date of Planning Commission Review (Designation): _____ Action: _____

Heritage Advisory Board recommended approval of the nomination to the Planning Commission.

Signature of Heritage Advisory Board Chair 7/23/2015
Date

Planning Commission approved the designation of the historic property.

Signature of Planning Commission Chair Date

Notice of designation was forwarded to the following:

- Mayor's Office Date: _____
- City Council Date: _____
- Architectural Board of Review Date: _____
- Building Department Date: _____
- Other: _____ Date: _____

1916 December Edition

MR. BOHM'S WORK

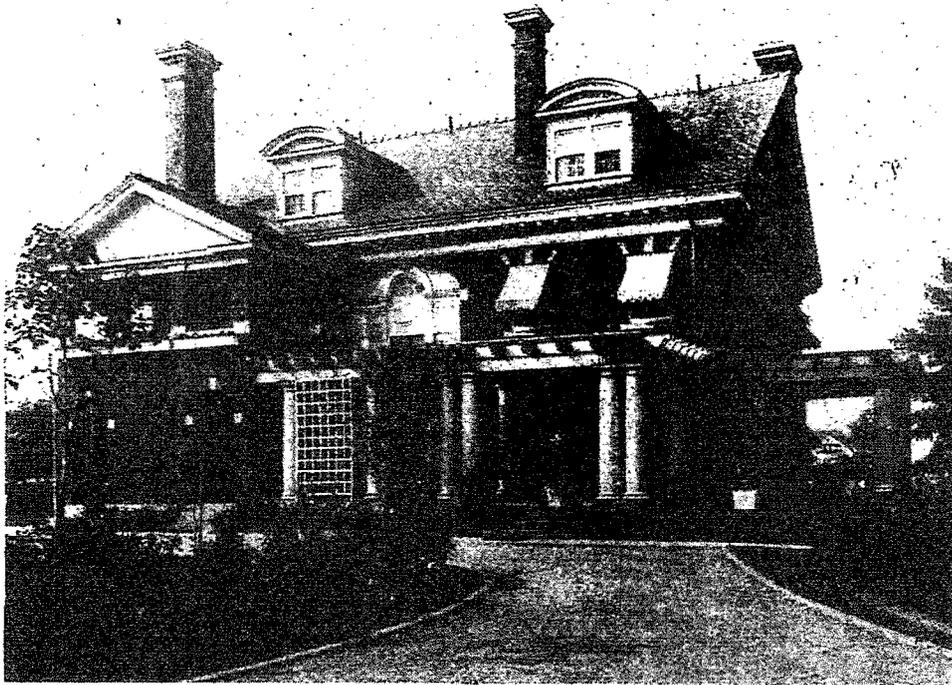
Mr. Gustave B. Bohm, the Cleveland architect whose work is illustrated in this issue of the Ohio Architect, Engineer and Builder is a product of the Sixth City where he has passed his boyhood and in which he has practiced ever since he became an architect.

His professional education Mr. Bohm received in part in Columbia, where he was for a time a student in the architectural department, but more largely in the offices of leading architects in Cleveland and New York City.

The professional attitude of the architect is emphasized by Mr. Bohm; the attitude that architecture is definitely professional and in no sense a trade

or business occupation. He is thoroughly in accord with all ethical standards in architecture, including those advanced and held by the American Institute of Architects of which he is a member.

It has been the continued course of this architect to study all the possibilities in every design that it has fallen to him to make. The factory, in his judgment, can be made, in its way, beautiful, the same as can the home in its way. To combine thoroughness of work with artistic results and durability has been Mr. Bohm's aim as his work attests.



RESIDENCE OF THE LATE HENRY G. SLATMYER, LAKE AVE., CLEVELAND.
G. B. Bohm, Architect.

Cleveland Architects

Gustave B Bohm

Birth/Established: July 31, 1874 **Death/Dissolved:** April 1934

Biography: Gustave B. Bohm attended West High School in Cleveland and graduated from Columbia University. His brother Max Bohm was a well-known artist who lived in Paris. He was mostly noted as a residential architect with most commissions on the west side of Cleveland and Lakewood. He lived at 8912 Detroit Avenue, where his parents had lived, later moving to 19429 Frazier in Rocky River. He wrote the article "The American Adaption of A Swiss Chalet" for the September 1908 Ohio Architect and Builder, and "How the Architect Helps the Home Builder" in Material Facts, May 1915. He is buried in Lakeview Cemetery.

Building List

Structure	Date	Address	City	State	Status
Residence for Henry E. and Emily Bohm	1897	1353 West 91st Street	Cleveland	OH	Standing
Henry C. Bohm Residence	1898	1345 West 91st Street	Cleveland	Ohio	Standing
Thomas Sloan Residence	1898	1809 East 20th Street	Cleveland	OH	Demolished
Thomas Sloan Residence	1900	1801-05 East 20th Street	Cleveland	OH	Demolished
W.H. Ford Residence	1901	10017 Lake Avenue	Cleveland	OH	Demolished
George Bruechler Residence	1901		Cleveland	OH	Demolished
Albert A. Hart Residence	1901		Cleveland	OH	Demolished
Apartment House for the Verne Apartment House Company	1902-3	7905-13 Carnegie Avenue	Cleveland	OH	Demolished
Parsonage for the United German Evangelical Protestant congregation	1903	3814 Bridge Avenue	Cleveland	OH	Demolished
George Ellsasser Residence	1904	16715 Lake Avenue	Lakewood	OH	Standing
Residence for H.B. Votteler	1905	2801 Clark Avenue	Cleveland	OH	Demolished
Residence for Wm. Votteler	1905	9919 South Boulevard	Cleveland	OH	Standing
R. Hassler Residence	1905-6		Cleveland	OH	Demolished
Federal Knitting Mill	1906	2888 Detroit Avenue	Cleveland	OH	Standing
Apartment house for Jesse Nichol	1907		Cleveland	OH	Demolished
Residence for Albert Junge	1908	6905 West Clinton Avenue	Cleveland	OH	Standing
Albert Junge Residence	1908	6905 West Clinton Avenue	Cleveland	OH	Standing
Henry Slatmyer Residence	1910	11005 Lake Avenue	Cleveland	OH	Demolished
George Faerber Residence	1911	13405 Lake Avenue	Cleveland	OH	Standing
Krause Building	1912-3	2042 East 4th Street	Cleveland	OH	Standing
Christian Schuele Residence	1914	10498 Lake Avenue	Cleveland	OH	Standing
William C. Fischer Residence	1916	11605 Lake Avenue	Cleveland	OH	Demolished
Residence for Mrs. Frederick Baird	1917		Cleveland	OH	Demolished
Depositors Savings and Loan	1920		Cleveland	OH	Demolished
Commercial Building	1926	9334 Lorain Avenue	Cleveland	OH	Standing
Rocky River Public Library	1927-8	1600 Hampton Road	Cleveland	Ohio	Standing
Murlan Murphy Residence	c1916	2243 Tudor Drive	Cleveland Heights	OH	Standing

Sources:

"How the Architect helps the Home Builder" Material Facts April 1915

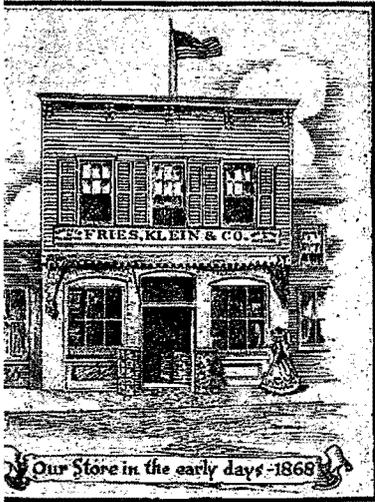
Cleveland City Directories

Obituary Press 16 April 1932

The Critic and Amusement Gazette Dec. 1895 p 32 por 31

FRIES & SCHUELE CO. - The Encyclopedia of Cleveland History

FRIES & SCHUELE CO., one of Cleveland's pioneer dry goods stores, was also the west side's oldest department store. The original company was founded in Apr. 1868 when Charles Fries and George Klein opened a dry goods store at 515 Pearl (W. 25th) St. Throughout its history, the department store occupied the same block across the street from the WEST SIDE MARKET, although it moved, expanded and renovated several times. Fries, Klein & Co. specialized in custom-made carpets, curtains, and draperies, becoming Fries, Klein & Hoover when Charles Hoover joined the venture. By 1879 both Klein and Hoover had died, and store clerk, Christian Schuele, became a partner in the newly named Fries & Schuele. As the store continued to expand and prosper, the company incorporated in 1909 and built a new 5-story building on the site. Its proximity to the new West Side Market House, which opened in 1912, greatly benefited the store, which offered a wide range of merchandise in addition to its profitable carpet and drapery installation business. In the mid-1920s the Fries family sold its interest in the store, but the descendants of Christian Schuele continued to operate the business. Although the company had 150 employees by 1968, within 10 years the store could no longer compete with discount stores, and many of its customers had moved to the SUBURBS. George Schuele, executive vice-president, closed the store on 13 Jan. 1979.



Our Store in the early days - 1868

Fries & Schuele

WEST 25th STREET AT LORAIN AVENUE

64th Anniversary SALE

Commences Thursday, April 14th

Again we are breaking all records for value-giving . . . for our 64th Anniversary Sale features an outstanding collection of bargain items. Space permits our mentioning only 32 of the hundreds which await you.

At right—
the Founders of Our
Business



Charles Fries



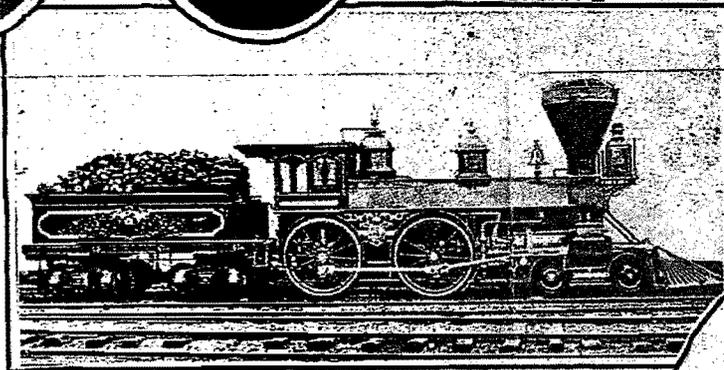
Christian Schuele



In the "Bicycle-Built-for-Two" era they called it "Sparking" — but no matter how thin you slice it — even then two couldn't live as cheaply as one.



Yes, Sir! This old iron horse, ancestor to our Twentieth Century fliers, appalled the countryside with its dizzy speed of 12 miles per 'hr.



Clanging bells, the trampling, ear splitting bedlam of horses' hoofs on cobble stones warned pedestrians of a raging fire. Wasn't it exciting?



Slowly but surely we are coming back to the fussy styles milady launted sixty years ago. And



Remember the old West Side Market House. Nothing grand about it but it surely was a busy place even in the early days.



Take a good look at the gentleman above. Wasn't he one of our man-about-towns when our



Cleveland store 50 years young: Republished from 1918

Plain Dealer staff By Plain Dealer staff

on January 02, 2012 at 8:28 PM, updated January 02, 2012 at 9:00 PM

It would be difficult to find in that entire section of Cleveland which lies west of the Cuyahoga river a greater enthusiast in the promotion and development of the West Side than Christian Schuele, president of the Fries & Schuele Co., one of Cleveland's institutions.

For a half century this establishment has developed and grown with the city until it now occupies a place as one of the Sixth City's big retail concerns. And for a generation or more, Christian Schuele has been one of the reasons for that growth.

Beginning back in 1868 in a little store one block west of the site of its present double store, the business was born under the firm name of Fries, Klein & Hoover. For several years, people of the West Side found there whatever was best in those days in dry goods and floor coverings. The firm retained its original name for only three years, however, when Messrs. Fries & Klein took over the entire business and conducted it under their names. Then, three years later, it became Fries-Klein & Co., and under this title it continued to flourish and to establish its reputation as a reliable dry goods and floor covering store.

It was some years later that Christian Schuele, the present president of the concern, entered into partnership with Mr. Fries and the firm name was changed to Fries & Schuele. It was after this change became effective that the firm enjoyed its most rapid development, expanding into additional space and taking on other lines of merchandise.

Mr. Schuele smiled reminiscently as he related recently the growth of the business from a little store with sixteen feet frontage on W. 25th, then Pearl street, to the big establishment of more than 100 feet frontage, which dominates the busiest corner on the West Side.

The business remained at its original location about twenty years, expanding, however, as rapidly as additional space could be acquired. The store was deepened and later an el-shaped addition was built through to Carroll avenue. So great was the growth of the establishment, however, that the members of the firm soon realized that if there was to be additional expansion an entirely new location must be found.

It was about this time that the Gehring grocery block, at Pearl street and Market became available and the business was moved to that location about thirty years ago. Additional lines of merchandise were taken on and the company set out to make itself the dominating retail establishment of the West Side.

That its business policy was acceptable to its patrons is shown by the manner in which they increased in number and the way they helped the store to grow. Finally the necessity for additional space led the owners

to acquire what was known as the Roeder block, just north of the corner store. On this site a modern retail store, containing every imaginable convenience and appliance that goes to make up the up-to-date establishment, was erected about eight years ago.

With the fifty feet of additional frontage and the several thousand additional feet of floor space which the new building afforded them. Fries & Schuele continued to broaden out, taking on a few more lines of merchandise and extending the business to every part of the city.

"The Fries & Schuele Co. is not merely a West Side store but a Cleveland institution, reaching into every section of the city and counting among its staunchest patrons residents of East Cleveland and Lakewood, Euclid avenue and South Brooklyn. Collinwood and Broadway," Mr. Schuele points out.

The new high level bridge is going to prove an important factor in the further development of the company since it brings the store within four minutes of Public square, he said. It is giving to the East Side patrons better facilities for reaching the store, and it is giving the store better facilities for delivering merchandise to its East Side patrons.

Floor coverings, the line with which the company started fifty years ago, is still one of the big features of the Fries & Schuele Co. One entire floor is given over to the display of rugs and linoleums and the line is one of the most complete in the city.

The dry goods department is another feature of the present establishment and splendid values here have been made possible, Mr. Schuele explained, through the company's ability to watch the markets closely and to purchase the entire output of different mills whenever the opportunity offers.

This is made possible through the company's New York office, where a staff of its own employes is constantly watching market conditions and where the store's buyers always go for conferences in New York before going into the markets.

This method of buying has made it possible for the Fries & Schuele Co. to specialize in women's and children's wearing apparel, window decorations and the other lines which the store carries.

It is not a department store in the generally accepted sense of the word, but a big retail establishment, in the words of Mr. Schuele, that specializes in selling only the better lines of goods and only the better qualities of these.

The company makes all the window shades it offers for sale. Specially built power machinery makes it possible for the store to turn out in one day enough window shades to furnish a large office building. Power machines also are employed to make interior hangings for homes, hotels; public institutions and steamship lines and much of this class of business is handled yearly.

One of the features which the employes are proud of is the Red Cross Club headed by Miss Ethel Sanders, and composed of women clerks. who meet every Wednesday evening in the West Side Y. W. C. A. building. Hospital supplies, knitted goods for the soldiers and sailors and comfort kits have gone to France in large quantities as a result of the work of the members.

Working conditions in the store are as near ideal as the officials of the company can make them, Mr. Schuele says. That this must be true is shown by the fact that there are women now employed in the store who have been with the concern for thirty-two years. Others boast of records of twenty-five years of continuous service, and from that on down through twenty, fifteen and ten years. There are men working there who entered the store as errand boys forty years ago, Mr. Schuele says.

The present members of the firm are Christian Schuele, president; Otto A., ~~Karl C.~~ and George C. Schulte, ? and Charles E. Myers, vice presidents, and John T. Hutchinson, secretary and treasurer. Charles Fries, founder and for many years the active head of the business, died in May, 1914, at the age of 70.

This article was originally published in The Plain Dealer on Aug. 18, 1918.

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Fries and Schuele's, the department store on West 25th: Cleveland Remembers

Special to The Plain Dealer By Special to The Plain Dealer

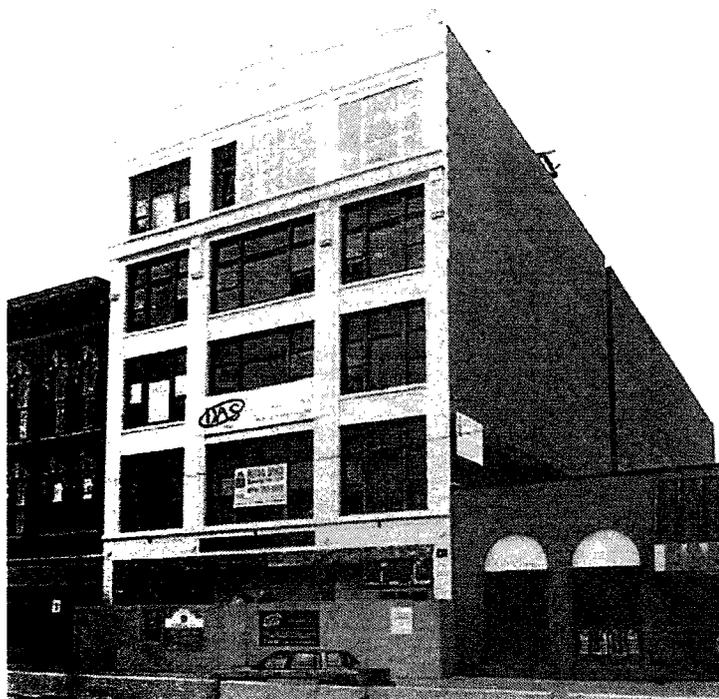
on January 03, 2012 at 9:30 AM, updated January 03, 2012 at 1:55 PM

In the '60s, the suburban mall had not yet killed off the big, downtown department stores. The department store I remember best was Fries and Schuele's on West 25th Street. Although correctly pronounced "Freeze and She-lee's," my father always, jokingly, called it "Frys and Sha-hoo-lee."

It was a time when you dealt with a business because of quality, service and a personal relationship, not just who had the lowest price. My great Aunt Marge would not shop anywhere else. I can remember walking into Fries and Schuele's with her and my mother and all the clerks saying "Hi, Marge!" Her gifts always came from Fries and Schuele's in the store's signature blue boxes.

When I was young, we lived at West 63rd and Dennison. My mother would take my brother and I down to Fries and Schuele's for Red Goose Shoes. There was a big Red Goose statue advertising the shoes and you got a Red Goose Bank with the shoes. I have seen online that older ones were made of metal, but I only recall getting red plastic ones.

We later moved to West 105th and we could walk to the Sears on West 110th. Eventually, we moved to Parma near Parmatown. Going down to West 25th was



[View full size](#)

James A. Ross, The Plain Dealer

The Fries and Schuele building in 2001, when work began to convert it to apartments.

Read more about Fries and Schuele

- [Condo website](#)
- Store history, from the book "Cleveland: The Making of a City" ([Google Books](#))
- "A Cleveland institution": [Plain Dealer article from the store's 50th anniversary](#) in 1918

If you liked this story, you might like ...

- [Sears & Roebuck, the magical kingdom on West 110th](#)
- [Indoor playground in the downtown May Company store](#)
- [Sterling Lindner's Christmas tree](#)

just too inconvenient and shopping at Fries and Schuele's became an occasional event. But my great aunt remained a loyal Fries and Schuele's customer until the store closed in 1979.

I was down on West 25th not long ago and I was glad to see the old building, with the blue, faded Fries and Schuele sign still intact. I see that the building is being preserved and converted to apartments. Perhaps it will remind us of a time when quality and relationships mattered.

-- Richard Miller, Mason, Ohio

Death of a store

This editorial on Jan. 9, 1979, said farewell to Fries & Schuele.

West Siders are losing an old and valued friend as the almost 111-year-old Fries & Schuele department store sells the last of its stock in anticipation of going out of business at the end of the week.

The end comes somewhat unexpectedly for persons not closely connected with the store's operations. In fact, less than a year ago a store executive was quoted about the bright future of the reborn Ohio City area and Fries & Schuele's intention to participate in that resurgence.

But last week another executive was commenting on the store's inability to do the necessary volume of business to continue operations.

Only Higbee Co. is longer-lived as a Cleveland department store than Fries & Schuele. The store has been operated in the same block at W. 25th St. and Lorain Ave. since April 13, 1868, moving once in 1878, rebuilding and expanding in 1926 and undergoing a 2-1/2 year modernization completed in 1949.

When the store observed its centennial, in 1968, Howard Schuele, president, said: "We plan to stay here at least for another 100 years." The end came just over 10 years later.

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