

2012

## Beechwood, The Book

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# *Beechwood*, The Book



Written by: Jeffrey Morris

*Beechwood: The Book*

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History of Beachwood, Ohio, City of

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## **Dedication**

This book is written in memory of Dr. Jerry Wolkoff, a longtime Beachwood resident that demonstrated the outstanding qualities necessary to being a great doctor and father.

## **Acknowledgments**

Without question my wife Glo and my son Matthew have both felt the pain and joy of this project, and I thank them for their love and support.

Longtime Beachwood resident Larry Gordon provided an abundance of research information and guidance.

This book could not have happened without the enthusiasm of Les Giesler, a former Beachwood resident. Les grew up in Beachwood in the 1940's. A special thanks to Merle Wascko, who grew up in Beachwood in the 1930's. Merle provided numerous insights into Beachwood's past.

A thank you is in order to John Hexter, James Heller, Darrell Young and Ron White for their individual but team-spirited support.

A special thank you to my parents, Morton and Sylvia, who endured many unique events with me and introduced me to Miss Ilo Forte, my fourth and fifth grade teacher. She taught me the importance of reading and writing.

Finally, a special thank you to the financial sponsors of this project. Whether they were a small business or a large corporation their decision to support this project came from their individual leadership. Those leaders know the value and the importance of documenting history.

## SPONSORS

The following organizations and individuals donated funds to cover the cost of printing *Beechwood, The Book*. Their generosity allowed the proceeds from the sale of the book to fuel the Beachwood High School Alumni Association's scholarship fund.

A&C Auto Parts & Wrecking Co.

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## Foreword

By Darrell A. Young

The city fathers have been called visionaries. The city has been studied by architects, planners, engineers and the like from all over the country. What is it about Beachwood that has attracted so much attention?

To be certain, there is something magical that has taken place over the last 80 years in Beachwood and Jeffrey Morris has finally documented the historical blueprint from which we can study and learn. This book is the first opportunity to understand our heritage and to delve into the intellect that forged this wonderful community.

The community that exists today as Beachwood is the product of decades of hard work, sacrifice, vision, risk and leadership of dedicated community servants, elected and otherwise, who wanted to build a better place to live, work and educate their families. Success rarely comes without failure, controversy, disagreement and clearly the community has had to endure more than its share of public scrutiny and criticism. But the magic of Beachwood, its people, and their unique commitment and devotion to their city, irrespective of their point of view, continues to focus on how to improve the quality of life not only for the residents, but for those who work there as well.

Jeff Morris' examination of Beachwood shows that the community has achieved exceptional safety forces, schools, libraries, work environments, lodging, recreational facilities, housing, shopping, and community services. Beachwood is not only a wonderful residential community, but also a destination location for thousands of people who rely on the community at large on a daily basis to make their visit comfortable, productive and safe. And this historically presented blueprint will surely open your eyes and mind.

***Beechwood, The Book*** is an intriguing look at where the city has been, but there is so much more to come. Enjoy learning about the first 80 years and dream about the next 80 years and how the magic will continue.



## *Chapter 1*

### **The early days and the establishment of Warrensville Township**

#### **The Founding of Warrensville Township**

The first recorded inhabitants of the area known as the Western Reserve were native Americans from the Erie tribe. The Western Reserve essentially consisted of the present day counties of Erie, Huron, Lorain, Medina, Summit, Portage, Trumbull, Ashtabula, Geauga, Lake and Cuyahoga. After many battles with the occupying tribes and The American Revolution, The Commonwealth (State) of Connecticut won the rights and title to this large expanse of land. Much of the land was given to land owners from Connecticut who had suffered losses at the hands of the British during the Revolution. Three million acres were held back however, and in 1795, sold to a group of investors for \$1,200,000 (less than 40 cents per acre). The man selected by the investors of The Land Company to explore the new territories was General Moses Cleaveland. He was to survey the terrain and make peace with the surrounding Indian tribes. In 1796, after making an offering of peace to the Indians of the area, Moses Cleaveland landed on the shores of the Cuyahoga River.

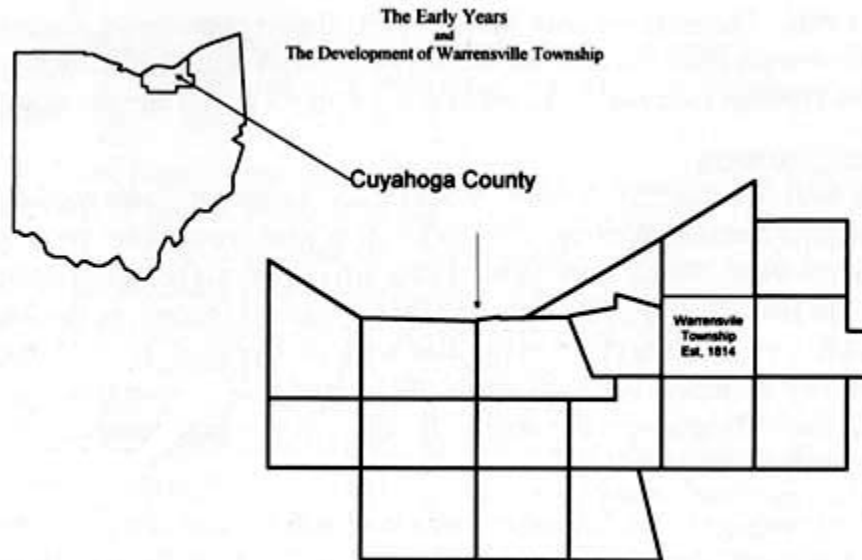
In the early 1800's Townships were established to provide the early settlers a means of governing themselves. Each Township had approximately 16,000 acres and measured 25 square miles. The government of each Township was headed by a clerk, a treasurer, a justice of the peace, a constable, and three trustees. As time went on a Board of Education and additional officials were established. Warrensville Township was established in 1814 and contained what is today the City of Beachwood.

Numerous attempts to establish what would become Warrensville Township were unsuccessful. Jacob Cattern and three other pioneers arrived in the area in 1807 and deemed it worthy of a settlement. But their attempt was foiled by a stubborn bear, or more appropriately, their own folly. Jacob and his cohorts trapped the bear while exploring the area and decided they would kill it in a most unusual way. They would chop down a tree which was towering over the bear and the tree would fall upon the unsuspecting animal and kill it. While attempting to execute this scheme a limb from another tree fell on Jacob and subsequently killed him. The disappointment was too much for the remaining three pioneers and they abandoned their plans.

The initial failures of pioneers such as Jacob Cattern did not persist for long. Soon after Cattern's unlikely demise, Daniel Warren of New Hampshire settled in the area. Warren settled first in Lake County, then in Newberg Township and finally in 1810 he moved to Warrensville Township with his wife and first son, who died in the same year, making him the first person to die in the township. Later that same year Warren's second son was born, making him the first non-Indian born in the area. The Township bear's Warren's name for his determination in establishing the settlement.

#### **The Shakers**

In 1811 Jacob Russell, a Revolutionary War veteran, acquired 475 acres in the western portion of the township. Several years later his son, Ralph, traveled to Lebanon, Ohio and observed a Shaker Village. The Shakers were a group of peaceful people with surprisingly progressive views toward women and marriage. Ralph was so impressed with the group that he converted. Upon returning home to Warrensville in 1822, he formed a religious Shaker organization known as "The Valley of God's Pleasure." The land they occupied was labeled the North Union Shaker Community.



The Shakers established a total of 19 villages in the country. The North Union Shaker Community sustained itself quite well and was at one point a thriving community, but farming proved to be an unprofitable enterprise because of the limited potential of the soil. The zealous imagination of the Shakers was well known, though, and they soon found new and ingenious ways to turn a profit. Creative members of the Community formulated a plan to dam Doan Brook, which ran from what is now the Shaker area through Rockefeller Park north to Lake Erie, in order to facilitate the operation of a gristmill and a sawmill. At their peak, the Shakers had 1300 acres and 60 buildings. The group was concentrated in three areas of the community: The North Family resided near what is today Coventry and South Park; The Center Family lived near the intersection of Lee Rd. and Shaker Blvd.; and the East Family thrived near Shaker and Fontenay.

The advent of modernization in the US inevitably rendered the Shakers' simple lifestyle as both archaic and unprofitable. Their resistance to advancement disillusioned many of its members and consequently membership plummeted. The Shakers found that their alternate lifestyle was considered strange by the general public which led to extreme difficulty in converting others into the group. By 1888, there were only 27 Shakers left in the entire state of Ohio and the group in Warrensville quietly disbanded. The few remaining Warrensville Shakers moved and joined other groups in southern Ohio. The property once owned by the Shaker community was bought

by a group of investors from Buffalo that did very little with it until 1905, when the Van Sweringen brothers took out their first of many options to sell and develop the land.

### **The Manx Farmers**

As the Shaker farming community broke up and moved on, there were other families developing farms in Warrensville Township in what would later become the Village of Beachwood. These other farmers first arrived from The Isle of Man, a small island in the Irish Sea. In 1820 the first of these farmers, known as the Manx (pronounced Manks), to settle down in the area were the Corletts. In 1822 the Corletts were joined by the Kellys and the Kneens. By May of 1824 at least 70 other members of the Isle had moved across the ocean. Included in this group were John and Jane Teare and their six children.

The Teare voyage to the Township was a long and difficult one which, because of the lack of an established road system, included traveling from Fairport Harbor all the way to Warrensville on foot. But they loaded their belongings on the back of an ox and persevered. When they finally arrived in the area, John Teare bought 80 acres of land on the north side of Kinsman Rd. (Chagrin Blvd.) just east of Green Rd. next to the Corletts.

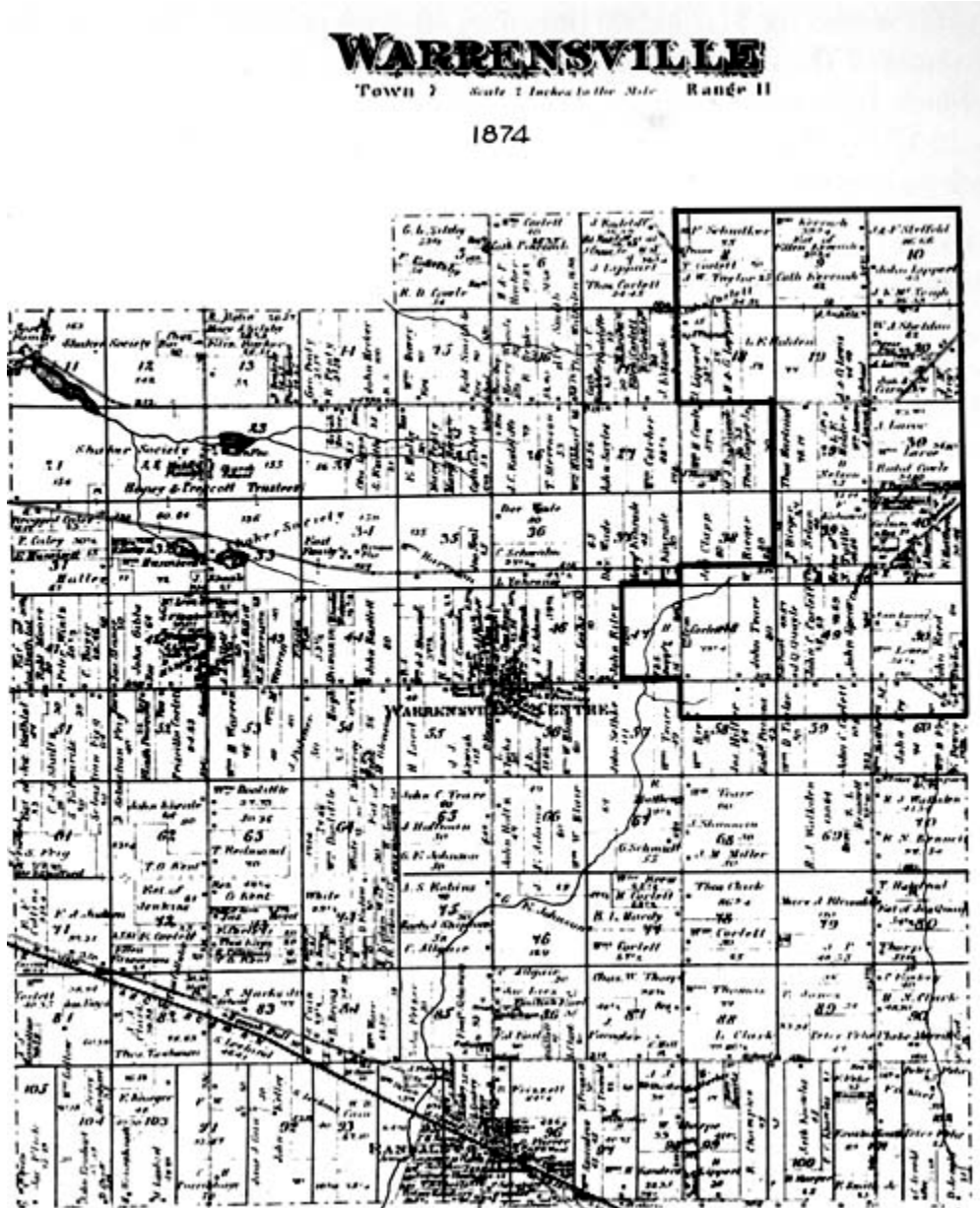
The Teare family established a long history in the area. John Teare, his wife Jane, and his daughter Catherine were all buried in the Warrensville East Cemetery. It is located in what would later become Beachwood on Green Rd. south of Chagrin. John Teare's son John Teare II, continued to manage the farm for the family. In 1858 he married Mary Ann Walkden whose family owned, at one time, all the land west of Richmond to Warrensville Center Rd, and south from Kinsman Rd. to Harvard Rd. Mary Ann was raised in a log cabin located on the west side of Richmond Rd. between Kinsman and Harvard. The cabin was later replaced by a brick home built by her brothers. In the 1970's that same house was used as a haunted house for fund raising events. John and Mary Ann left the area and purchased a farm on North Woodland (now Fairmount) east of Lander and raised six children.

The many other Manx families in the area expanded beyond common farming of the normal fruits and vegetables and began growing sugar cane. In addition to the agricultural development, the families in this area also started a small textile industry which produced various fabrics for weaving and buttons. Some of the Manx family names included Kerruish, Radcliffe, Shimmon, Quayle, and Watterson. Many of them were buried near the Teares at the Warrensville East Cemetery which is now known as the Beachwood Cemetery.

### **The Early Days**

Two major Indian trails were improved to plank roads in 1817. Warrensville Center Rd., then known as Center Street, ran north and south and Kinsman Rd. ran east and west. Both of these streets played an important part in the development of the farms from Newburg Township to Chagrin Falls, and Euclid Township to Bedford Township. In 1824 the Ohio legislature passed an act laying out State Route 422 which, when completed, would run from the center of Cleveland through Warrensville to the town of Kinsman. Kinsman Rd. was a major east/west route for stage coaches that would be going in and out of Pittsburgh.

These two streets became the center of activity in the early to mid 1800's for the Township. The Township built its first school house in this area. The first teacher to practice in the area was named William Addison. By 1878 seven other school houses had been constructed, each forming its own district within the Township. Two of the districts were located in Beachwood. One was built on Kinsman where Pavilion Mall shopping center now stands and was known as the Teare school house. The other one, known as the Lewis or (LaRue) school house, was located on North Woodland (Fairmount) at Richmond. This corner was known as "LaRue's Corners." The Centenary Methodist Church, which is still standing today, was built next to the school house in 1884. In 1916 the church was renovated. When North Woodland was widened in approximately 1928, the church was moved a few yards back to its present location. It is now owned by the City of Beachwood and is used for a variety of administrative offices.



According to the Cuyahoga County Atlas map of 1874 there was another church in the area located on the east side of Richmond Rd. just south of South Woodland, which at the time was known as Buckeye Rd. By 1870, the Township had grown in size and was home to 1,429 people.

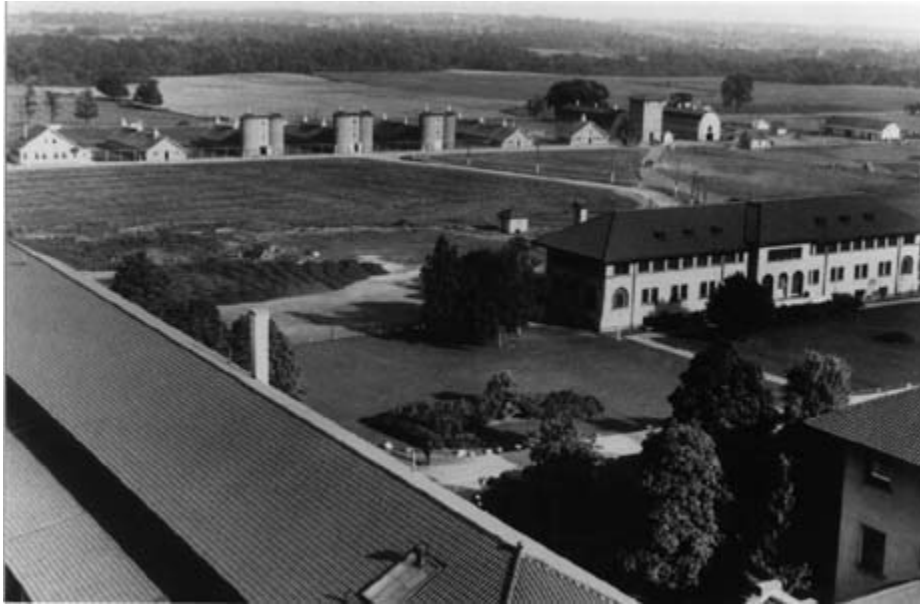
The early 1900's saw significant development in the Warrensville Township area. Many government buildings were constructed in the southern part of the Township. Also, in 1902, the land was purchased for the development of Highland Park Cemetery. Portions of this land belonged to William Blair, whose home is still standing. The home was later moved north toward the road, and is now used to house the maintenance department of the Cemetery. It is said that one of the early burials included an Indian named Nowalewagetka, the son of Chief Thunderwater. Nowalewagetka, in accordance with Indian rituals, was buried at night and standing up facing the east towards the sunrise. Camp fires burned into the night to allow for festive dances to take place.

In 1910 Sam Newman, a Board member of The Anshe Emith Congregation, which is now Park Synagogue, decided to search on his horse for a new location for the synagogue's cemetery. At the time the synagogue was located at 37th and Woodland. In 1922 it was moved to E.105th and Grantwood. And finally, in 1950, it moved to Mayfield Rd. east of Lee which is its present location. Its cemetery on Fir Avenue on the west side was nearing capacity and Mr. Newman had decided that he would search on the east side for a new location. During his trip east he was delayed by a blizzard and had to take up residence with a family that lived at the corner of Kinsman Rd. and Richmond Rd. Newman stayed with this family, the Rindfleischs, for a night and relayed the details of his search to them. When the Rindfleisch's heard that Sam was looking for land they offered to sell theirs to the synagogue with the condition that they be allowed to stay on and maintain the property for the synagogue. The proposal sounded acceptable to Newman and he decided that the Rindfleisch's farmland would be an ideal place for his cemetery. This unique relationship developed into a long time commitment between the parties involved and continued for many generations. But the agreement between Newman and the Rindfleischs angered many of the area farmers. They agreed that the situation was unacceptable to them and decided to start a petition to terminate the plans for the cemetery. The farmers' petition called for a referendum-type vote on the topic of the cemetery by the residents of the Township. There was, however, a state law that said that once a body is buried on a piece of land, that land must remain a cemetery, no matter what the citizens of the community want. Allegedly, as soon as the synagogues board received this legal advice, a body was found and buried on the farm. The cemetery continues, even today, to be one of the best maintained cemeteries in the area.

Beachwoods other cemetery known as Warrensville East is located on the northwest corner of Halburton and Green Rds. In 1853 the land was deeded to the township by William Warren. The oldest stone is dated 1813. The original entrance on, what is now known as Old Green Rd. Graves include those that fought in the Revolutionary war, the War of 1812, and the Civil War. Today the cemetery is maintained by the city of Beachwood.

In 1913 The Sunny Acres Sanitarium was built to house people with tuberculosis who needed time to convalesce from their illness. In addition to this modern medical institution the City of Cleveland decided to build its prison in the area. Under the direction of Dr. Harris R. Cooley, the

pastor of the Cedar Ave Church of Christ, a large tract of land was developed for the prisoners to farm. This area became known as Cooley Farms. By the year 1912 the City of Cleveland had over 2000 acres dedicated to Cooley's Farm. This establishment, known at that time as a model facility, developed many practices which would later be adopted by other prisons. For instance, the inmates ran a dairy, grew many of the vegetables they would consume, and ran a small quarry.



*Circa 1920. looking southeast from the Clock Tower of the infirmary that was once located on Harvard Rd. 500 feet west of Richmond Rd.*

## Chapter 2

### **The Establishment of The Village of Beachwood The Early Days 1915 - 1939**

An election was held on June 15, 1915 in order to establish the Village of Beachwood. There was only one negative vote out of 47 possible votes. The vote was held in a school house located on the northwest corner of Richmond Rd and North Woodland Rd.(now known as Fairmount). This schoolhouse was known as the LaRue School House and at times the Lewis schoolhouse. LaRue (also spelled LaRoe) owned land on several corners of Richmond Rd. and North Woodland Rd. in 1874. Omar Lewis owned the land where the school house was located which explains why the school took his name at various times.



*LaRue Homestead. 1890's. Thought to be located on the southeast corner of Richmond Rd. and Fairmount Blvd.  
photo courtesy of Mr.Robert LaRue*

On June 26, 1915 the Trustees of Warrensville Township accepted the incorporation and the Village of Beachwood was officially established.

The proposed closing of one of two schools in the area caused the group to form the Village. The school house in question was The Teare School and was next to John Teare's property on Kinsman Rd. where Pavilion Mall now occupies that land.

The Village started to hold regularly scheduled council meetings on October 4th, 1915 after receiving certification from the State of Ohio. Among those present at the first meeting were Messrs. Bieger, Burk, Fehr, Fry, McVeigh, and Walkden. The second meeting, two weeks later also included W. W. Corlett, R. N. Warren and S. Lewin. The meetings were first held at the LaRue school house. However, for several years after their initial meetings the group met at the home of various council members. Many meetings were held at the home of Councilman Walkden, who lived on North Woodland Rd.(now Fairmount Blvd.) west of Richmond Rd on the south side of the street.

The first Mayor and President of the Village Council was W.W. Corlett. The clerk was R.N. Warren. The position of Mayor and Clerk would rotate among various founding fathers of the Village during those initial years.

The correct spelling of the original village name is ambiguous. Many people believe that the name of the Village was supposed to be spelled "Beechwood". Early minutes from council meetings spelled it as two words "Beach Wood". The problem originated when an incorrect spelling appeared on the incorporation papers which were sent to the state capitol. Those incorporation papers were returned by the state with the spelling of "Beachwood" and it was felt to be too much of a hassle to change it. One might ask then, why, in 1928, when the Fairmount Blvd. school house was built, was the name of the school spelled "Beechwood" One possible answer could be that the leaders of the schools felt it was important to spell the name corresponding to the original intention of the community. Another possible position the schools held in the community and wanted to remain loyal to the village's heritage. There are other less factual thoughts about the name however this one seems to have the most logic and credence behind it. It should be noted that Beachwood Boulevard was spelled Beechwood Boulevard until the mid 1980's.

Farming was the primary source of commerce during those formative years. The farmers and their families would go into Chagrin Falls or South Euclid to sell or barter. South Euclid was usually the market of choice for Beachwood farmers because many of the families belonged to St. John's Lutheran Church on Mayfield Rd. near Green Rd. In fact, several families from Beachwood sent their children to St. John's School instead of Beachwood Schools.

If they chose to go to Chagrin Falls, they usually took the Interurban railroad. The interurban railroad ran up Kinsman (Chagrin) from East 116th St. to Chagrin Falls. The rail line opened back in the 1895. There were several stops in the Beachwood area including #18 at Highland Park Cemetery. ( Interestingly, Henry A. Eickoff moved into the Village in 1917 and set up his flower shop at 21207 Kinsman Rd. across the street from the cemetery, and the flower shop still stands at the same site by the name of Gali's.) Another stop #19 along the Interurban Rail was at Green Rd. and Stop #20 was at 23600 Kinsman. Stop #21 was known as the Sanitarium stop. At this stop there was a single track rail line that ran south through the woods to the Sunny Acres sanitarium. Today stop #21 would be where Mercantile Rd. is located. The line continued to Stop #22 at Richmond Rd. and, Stop #23 was just before the bend in the road where the bridge now goes over I-271. Stop #24 was just after the bend in the Road. The Interurban's existence fueled the development of several small businesses on Kinsman Rd. Most of them were just East of Richmond Rd. In 1925 the rail line stopped operating due to financial problems possibly precipitated by the rise of automobiles. In 1904, while the area was slowly developing, two brothers purchased their first piece of property in the Heights area. Known as "the Vans," Mantis and Oris Van Sweringen would become the primary instruments of change and development on the east side. The Vans came from a farming community in Wooster. When they came to Cleveland their name was not Van Sweringen, but simply Sweringen. After their mother died in 1890 they moved to Cleveland and lived on E. 105th just south of Cedar Rd. They attended Bolton School at E. 89th and Carnegie Rd. and Fairmount School on E. 107th. During the summer months they had a paper route that took them up past Doan Brook to what is now Shaker Heights and Cleveland Heights.





*Kinsman Road street car track and two conductors. To the left of the track is Kinsman Road looking east. Photo taken February 20th 1920. Photo courtesy of Les Giesler.*

Oris worked as an office boy at the Bradley Chemical Company on the top floor of the Society for Savings Building located on Public Square, Downtown. He met many influential business people during his work there.

The Vans first real estate deal was an option on a home at the east end of Carnegie. They sold it within 24 hours and made \$100.00. Ben Jenks, a close lifelong friend of theirs persuaded them to buy a few lots on Cook Rd. on the west side in the developing community of Lakewood. That venture would be their first failure. For several years they had to do business using their sisters' names because theirs was not credit-worthy. It was then that they chose to add the "Van" to the front end of their name.

Their first purchase in 1904 in the "Heights" consisted of 2.1 acres which they bought for \$1500.00 per acre. That piece of property is currently Roxboro Middle School. They realized that in order to sell homes in the area they would need a streetcar to service this area. They were able to convince John Stanley, the President of the Cleveland Railway Company, to run a street car east out Fairmount Blvd. While this was helpful the relationship did not last very long because The Vans wanted to develop and operate their own streetcar up Cedar to Fairmount and then south across Coventry.

In 1905 the Vans began buying options on the land originally occupied but abandoned by the "Shakers" in 1889. The "Shakers" had sold the land to a group of Cleveland investors who made a few improvements to the area in conjunction with the Cleveland Parks Department. These improvements were limited to constructing roads and park-like areas around Lower Shaker Lakes and Doan Brook. The Cleveland group decided to sell the tract of land to a group of Buffalo capitalists headed by W. H. Gratwick.

The Buffalo group also did very little with the land. The roads had fallen into disrepair and were overgrown. The Vans, who had been having a fair amount of success selling land from the options they had taken, decided to buy all of the remaining land that the Buffalo group had owned in 1906. This essentially was the site of the original Shaker Village.

The Vans realized that in order to develop the property they would need a way to get the wealthy industrialists and their servants into the area. Accordingly, they constructed the streetcar system they had originally formulated. The line ran along Cedar Rd. and continued up Fairmount to Coventry Rd. They also built a shopping center around what was called Moreland Circle, changed the circle to a square and renamed it, appropriately, Shaker Square.

Fairmount Blvd. was the first major thoroughfare to be developed. Residential lots on this street along with the other streets that had large mansion type homes were sold directly by the Vans. The lots on the numerous side streets were sold through syndicates. Instead of one person buying one lot, they sold a group of lots or a parcel of land to a group of investors. Their idea was that if a group of people bought the land they would be assured of selling land for houses because at least some of the group's investors would have friends in need of a new house.

They hired a top-notch engineering firm, F.A. Pease Engineering Co., to design the roads and parkways and also to establish the design standards of the houses. The Vans' successes continued throughout the decade of the twenties and their community expanded into the first planned development of its size in the country. They built a home for their sisters on South Park Blvd. between Eaton and Lee and lived themselves on a 477 acre expanse of land in Hunting Valley which they called Daisy Hill after a Mrs. "Daisy" Jenks.

Around 1913 they developed a plan to take their community as far east as Chagrin River Rd. Two key elements needed in this plan were the development of a light rail train system then known as a street car and plenty of country clubs for the wealthy industrialists that would buy the homes. The name of the development was "Shaker Country Estates." This new phase of development started at Green Rd. and ran as far east as SOM Center Rd. It went as far south as Kinsman and was bordered on the north by Fairmount Blvd. This new territory was divided into 9 areas. They were:

**Sydenham Green** (Located in Shaker Hts.) Byron, Rye, Sydenham, E. and W. Belvoir, Westchester, Holmwood, Glenmore,

**Duffield Downs** (Located in Shaker and Beachwood) (Sub div #45) Duffield, Hazelmere, Wimbledon, Hardwick, Brucefield, Crafton, and E. and W. Sulgrave.

**Canterbury Club** (Sub div # 29) Halworth, Halburton, Rexway, Stratton, Farnsleigh, and Belvoir area

**Crestwood Park** (Sub div #32 - (Block 1) Halburton, Bryden, Letchworth, Hermitage, Brandon, Havel, and Falkner (now known as Woodside) Funston, Conway & Moncrest which were never built.

**Bernwood Estates** (Sub div # 33 (Block 4) Hurlingham, Hendon, Bernwood, Annesley, Selkirk, and one street that was never built: Lawton

**Kersdale Area** (Located in Pepper Pike) Belgrave, Kersdale, Edgedale, Alvord and the following that were never built: Aldwych, Curzon, Bernwood extension and Dorset

**Belcourt Acres** (Located in Pepper Pike) Belcourt, Bryce and Lawton Lane. along with two streets that were never built: Cheltenham and Windsor

**Bolingbrook Area** (Located in Pepper Pike) Bremerton, Bolingbrook and Kersdale

**Shenley - Kelverden Area** (Bounded by Richmond, Brainard, S. Woodland & Kinsman)

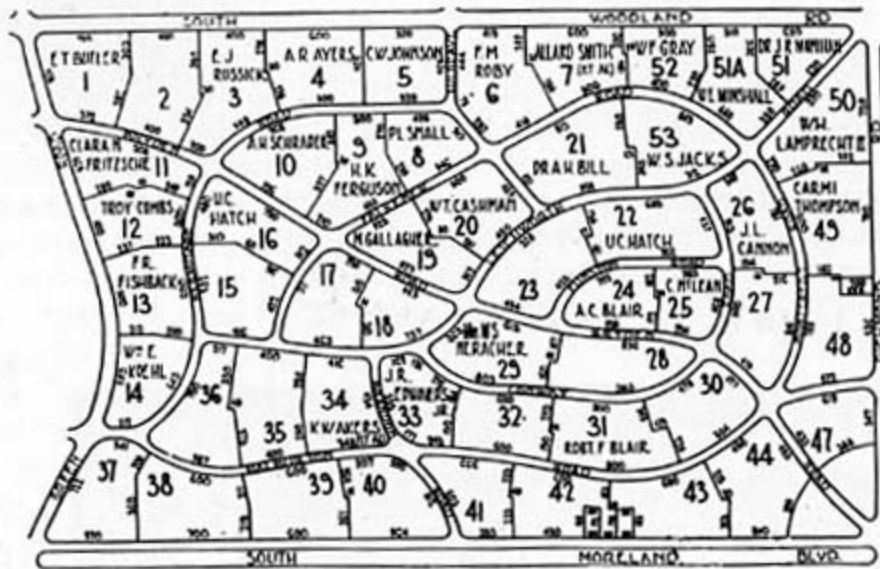
Two streets were put in east of Brainard but never dedicated. They are Shenley and Belcourt. The streets that were not built were, Chalton, Halburton, Kelverden, and Huntley.

Sydenham Greens, Duffield Downs, and Canterbury Club developments were designed for the homes that exist there today. The other 6 developments or "Blocks" were originally designed for estate type homes found in earlier Van Sweringen Developments along Shaker Blvd. in Shaker Heights.

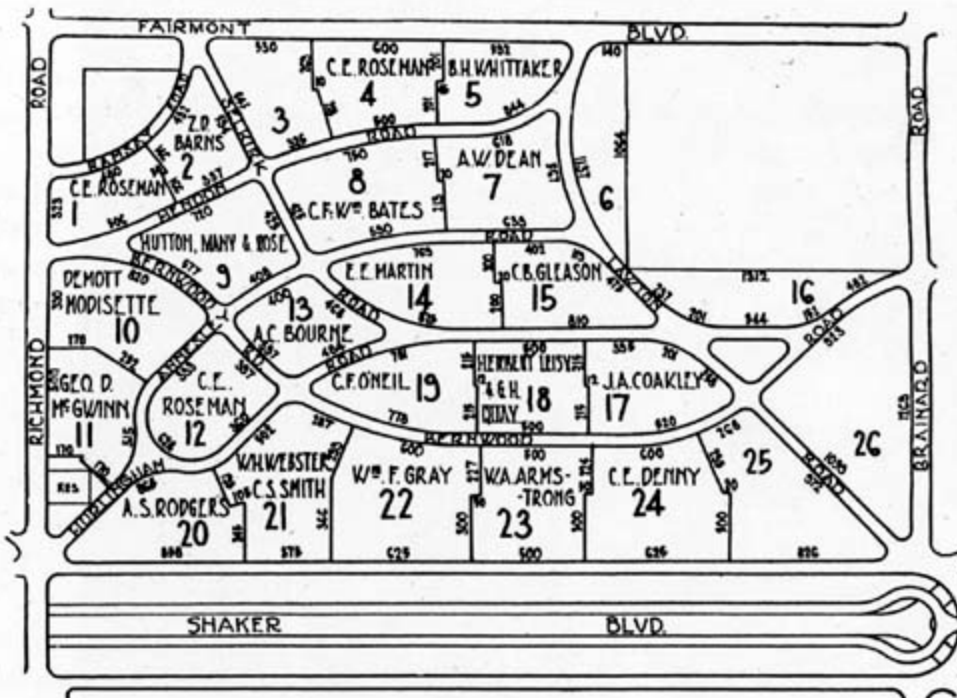
The Vans sold these lots of land in a different manner as they had sold much of their land in Shaker Heights. Each area or block of land was divided into large estate sized lots that ranged from 6 - 10 acres. Stringent deed restrictions were created within these blocks that dictated what type of home could be built. Prospective buyers were considered "subscribers" and they purchased the right to buy a lot with one of the "blocks" or developments. When the number of buyers equaled the number of lots available in the "block", the Van Sweringen Company would notify the group of potential owners that there would be a drawing. The first name pulled had the opportunity to pick the choice lots. If you did not show up or send a representative the Van Sweringen Company representative would select a lot for you. Clearly this was one drawing you would want to be present at. The price of the lots ranged from \$2250.00 an acre to \$4250.00 an acre.

At the time of signing the subscription agreement a buyer or subscriber would be required to deposit \$1000.00 for each parcel of land if it was less than 8 acres. If their intended purchase was multiple lots and/or over 8 acres the deposit was \$500.00 per acre. The balance was to be paid over the time period that the Van Sweringen Company perceived the development or block to fill up. Therefore, if you were buying into a block that was close to filling up you had very little time to pay for the land.

By 1927 two of the blocks, Crestwood Park (#1) and Bernwood Estates (#4) had been sold out and the drawing for the lots had taken place.



BLOCK 1



BLOCK 4

The Vans had expected it to take until 1950 before all of the space would be fully developed. Financing for the road improvements were arranged through the Villages taking out long term improvement bonds. In exchange for the village paying for the improvements and construction of the streets the Vans gave the land for the roads to the communities. Most of the planned streets in Beachwood and Pepper Pike were never put in. In general the streets were not put in until most of a block was sold. The streets that were put in included Bryden, Letchworth, Hurlingham,

Hendon and Selkirk in Beachwood and Kersdale, Edgedale, Belgrave, Belcourt and Bolingbrook in Pepper Pike. Two streets that were started and never finished can still be seen today. They are Belcourt and Shenley. They can be found on the west side of Brainard between South Woodland and Chagrin Blvd. While this is now Pepper Pike the unfinished streets would have continued west into Beachwood.



*Photo, taken 1960 by the Ohio Department of Transportation. Note the location of undedicated Belcourt and Shenley along with the location of old South Woodland. At times this street was known as South Woodale. You can also see the unpaved and decayed streets in the Beachwoodland Co.'s development.*

The only Estate-type home built in Beachwood was in Block 4 and, was known as the Bernwood Estates. The home was built for A.C. Bourne. This home has an official address of 2800 Selkirk. A.C. Bourne was a purchasing agent for the Bourne-Fuller Co., which was founded by his older brother. The company manufactured Iron, Steel, Bolts and Nuts.





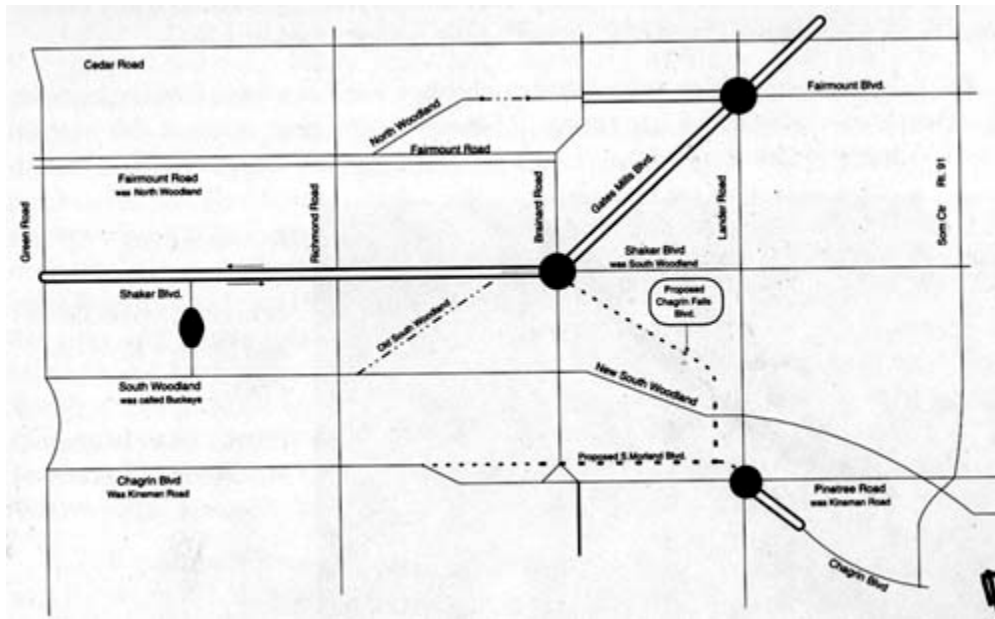
*Bourne Home under construction at 2800 Selkirk Road.  
Photo taken early 1920's. Courtesy Mr. Cal Bourne.*

The house was built by Mr. Ben Heining, a trust officer with the Guardian Trust Company, and a deacon of the Fairmount Presbyterian Church. Mr. Heining built several of the fine homes on Shaker Boulevard as a extra curriculum activity. Mr. Heining took the Bournes prior house at 3165 Fairmount as a partial payment of \$50,000 against the cost of constructing the new house of \$75,000.00. He went bankrupt paying off the contractors of previous jobs and jumped out the window of his office at 6th and Euclid in downtown Cleveland. Ultimately the Bournes lost their home in 1937 and George Gund, the President of Cleveland Trust Bank, bought it from the bank for \$37,500.00. Mr. Gund lived in the home for many years. It was in this home, that he raised his six children George III, Agnes, Gordon, Graham, Geoffrey and Louise.

One of the Vans major changes or as they would call them "improvements to the area" was the construction of the eastbound and westbound Shaker Blvd. from Coventry Rd. all the way out to the circle they had constructed at Brainard. At the Shaker and Brainard Circle they planned two additional wide parkway-type roads. The first was Gates Mills Blvd. This road was made wide enough with the intention to run their rapid transit line from downtown, up the middle of Shaker Boulevard and then at the Brainard Circle it would head out Gates Mills Blvd. to Mayfield Rd. The second road at the Brainard Circle headed southeast and was a match to Gates Mills Boulevard. It was called Chagrin Falls Parkway. The intention was for this road to cross South Woodland and enter the Lander/Kinsman Circle about where the current B.P. gas station is. It would then continue on the other side of the circle and head out to Chagrin Falls. The only portion of this divided road that was built is in front of the Orange branch of the County Library.

To compound the roadway confusion they also made a major change to S. Woodland. The Vans influence and power enabled them to do almost anything they wanted. When the Vans put in the dual Shaker Boulevards they relocated South Woodland just east of Richmond. Prior to the existence of Shaker Blvd., the eastbound and westbound roads consisted of North and South Woodland along with Kinsman. As you can see from the map dated 1874 both North and South Woodland take a jog northeast and then continue east just past Richmond Road. Prior to the Vans, South Woodland took its jog just east of Richmond Rd. through what is now the JCC property, came out about where Agnon School is, and crossed into what is now the median strip between the two Shakers. It then headed due east. Before the Brainard Circle was put in, South Woodland simply continued east on what we now call Shaker Blvd. If one lived between the Brainard Circle and County Line Rd. on South Woodland prior to the Vans' efforts, one would ultimately live on Shaker Boulevard when the double, divided road was put in. There are still signs of the old South Woodland in the center of Brainard Circle. The new South Woodland Rd. heads due east in front of the JCC and it crosses Pine tree and then it continues east again as

Route 87 which is a continuation of the very old Kinsman Rd. The old jog north and then through the JCC property to Shaker Blvd. was in existence until the early 60's and known as South Woodale.



*Map Showing the Van Sweringens Plans which included Kinsman becoming a divided road as an extension of South Moreland (Van Aken) extending due east along with the planned Chagrin Falls Blvd.*

The Vans also expected to widen Kinsman into a double road from Warrensville Center Rd. east as a continuation of Van Aken Blvd. which was known as South Moreland Rd. Northfield Rd. also appears to be a double, divided road with a center strip of grass to give the symmetrical Garden City appearance to it, corresponding with the Vans' vision.

Kinsman takes a turn south just as it goes over I-271 and then jogs again to the east just after the highway bridge. The Vans planned to have their new double wide parkway replacement road known as South Moreland continue straight instead of taking the jog in the road. If that had been done the road would be about where the parking lot is for the Village Square Shopping Center. Plans called for this road to end at Chagrin Falls Blvd., just before it entered the Lander circle. They also made one more change that actually caused the creation of Pinetree Rd. Before Lander Circle was put in and the short double wide portion of the road to Chagrin Falls was put in Kinsman simply went straight east on what is now Pinetree Rd. That is why further out into Burton Route 87 is called Kinsman Road. All of the street re-designing was done to allow the Vans the best use of the land for their development of this precious land.

The Vans were looking to create the very best community they could. To them that meant the very best country clubs for their wealthy home owners, beautifully landscaped roadways and an assurance that their development would have only white home owners. To insure this the Vans wrote deed restrictions into their contracts. The restrictions not only excluded non-whites but also required a new home owner to get 5 neighbors on each side of the home to approve them as neighbors. It has been speculated that the Vans strict policies were aimed at restricting Catholics

and Jews from living in their developments. Interestingly, the Vans had no plans to set aside any land for Catholic Churches or Synagogues.

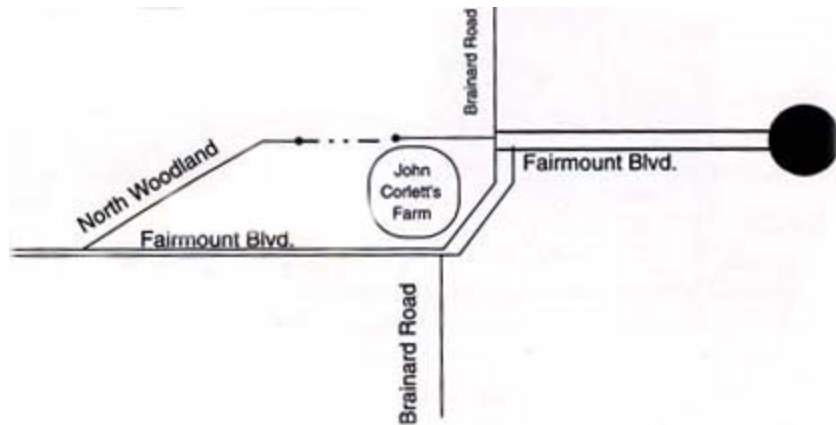
The Vans encountered difficulty in obtaining a company to build their "Shaker Rapid" rail line. The Nickel Plate Railroad was reluctant to allow the Vans' line access to Downtown. The Vans solved the problem by purchasing the Nickel Railroad from New York Central Lines and placing the Vice President of the New York Rail, J.J. Bernet, in charge. Construction began on the line in 1914 and the first section which connected East 34th St. to Shaker Square was opened in 1919. In 1928 the line was extended to Warrensville Center Rd. and the final section to Green Rd. did not open until 1938.

The Vans' prime ally was the mayor of Shaker Heights, William Van Aken. The three of them worked together to build the "Garden Community" they desired. Along with enabling easy access to transportation, they also wanted to keep their community "pure" by restricting certain groups of people from living there. In addition to restricting certain religious denominations from living in their developments, they also excluded "Colored" people. The Vans restricted "Coloreds" from living anywhere in the community unless they were servants or maids for the wealthy home owners. Many of the established farmers in the area resisted the Vans' efforts to buy their land because of this prejudicial attitude and practice. The Manx, who had been established in the region for many years, found the Vans' practices in conflict with their own beliefs.

The restrictions on how land was used and who could live on the land were done through deed restrictions. They were put in place by the land owners 2E Once the Vans owned the land they would put the restrictions in place with a 99 year time frame.

It has been said that the Vans designed roads to go through farmers' property to force them to sell with the help of using eminent domain. However the alleged use of eminent domain is not proven. Eminent domain cannot be used by a developer but only by a government when development needs require such action. The Council minutes do not mention any such action. In fact, the reason that Fairmount (North Woodland) does not follow the route of North Woodland through Beachwood is because John Corlett would not sell his land to the Vans for development. Therefore the Vans had to redesign Fairmount to travel east past the current North Woodland and join with Brainard for a short block before rejoining the old route of North Woodland at Brainard.





*Map shows the original route of North Woodland. John Corlett was unwilling to sell his farmland, so the Vans went around him. His house can still be found on N. Woodland at 27350 N. Woodland.*

For many of the farmers the Vans' plans brought mixed feelings. Many certainly did not want to sell their land; others saw no choice. They knew that with the new housing developments and rising land values they would not be able to pay the higher taxes on the increased amount of property they owned. Many saw it as an opportunity to sell out as they were aging and their children wanted no part of farming. You might notice that in Beachwood, Pepper Pike and Hunting Valley there are very few Century homes. That is because as soon as the Vans bought a farm they would tear down all of the buildings that existed on the property.

While the Vans were building the tracks for the Shaker Rapid they also needed to build the Country Clubs that they had promised in their original promotion of the area. The Vans had investments in four clubs including The Shaker Heights Country Club in Shaker Heights, The Pepper Pike Country Club and The Country Club, both in Pepper Pike and the Canterbury Golf Club in Beachwood. Canterbury's driveway resides within Shaker but the majority of the Club is in Beachwood. The east end of the course was reconstructed when Green Rd. was relocated in 1928. The re-location of Green Rd 2E is a perfect example of the Vans' power to get things done. This was a project that was paid for by the County with tax dollars. That is the reason that "Old Green Rd." can still be seen off Halburton and Green. Actually the Beachwood Cemetery (also known as the Warrensville East Cemetery) used to have its entrance on Old Green Rd. Now the entrance is on the "New" Green Rd. Canterbury continues to be one of the premier golf courses in the country and has been the rotating home to many Professional Golf Association Play-Off's, including the Senior Open in 1996.

By the early twenties Beachwood had established itself as a quiet farming community. Beachwood also had a fair amount of income coming in because the state allowed Villages to determine what the tax rate for corporations within their boundaries would pay on intangible assets. Because Beachwood chose to have a very low tax, many corporations listed Beachwood as their headquarters without ever "stepping foot" into the Village. Every January when it was time for the 125 or so Corporations to hold an Annual Meeting, they would post a notice in the Village Hall. On the date of the meeting many of the corporations simply sent a few officials out to the Village and they would meet in the Village Hall's parking lot for a ten minute meeting.



*Richmond Rd. looking north between S. Woodland and Shaker Blvd. in 1924. Photo courtesy of Marrion Horvath*

It has been said that the official address of these corporations was the 20 x 20 square building located at Green and Fairmount until the 1980's. In later years it was the real estate office for the Kangesser development which was located behind the small building. One of these corporations included North American Coal. Many of them were shipping companies that were located in what is now the Huntington Bank Building at East 9th and Euclid in downtown Cleveland. While this law was in effect, Beachwood had a fair amount of money in its bank account and could afford to make street improvements and have a favorable bond rating for improvement bonds.

In January of 1926 the Vans announced plans to develop 132 acres they had bought several years earlier on Fairmount that had been the Foote Family's Farm. This land was between the soon to be built "Beechwood School" and the property that Fairmount Temple now resides upon (Hendershot farm). The name of this development was "Fairmount Park Estates". However this development like most of the Vans' plans past Green Rd. would not happen for many years and would be carried out by another developer. When it did happen, it encompassed most of the Foote farm and portions of the Giesler farm. Fairmount Park Estates evolved to include all the streets from Fairmount to Penshurst and Buckhurst to Richmond.

By 1926 there were new names in the Village Council. They were Hendershot, Giesler, Marous, Zink and Rindfleisch. Several of these names would continue for many generations within Beachwood.

Ellis Hendershot owned the farm where Fairmount Temple now sits. For the next 30 years Mr. Hendershot would drive the school bus and be the custodian at the new Beechwood School. Many years later the story would be told that when Mr. Hendershot drove the school bus he had a unique way of paying certain young boys back for mis-behaving on the bus. Apparently Mr. Hendershot chewed tobacco. When a young male student would get off the bus and walk in front of the bus to cross the rural street, Mr. Hendershot, would spit his tobacco at the boys boot with an aim for the boys open boot strap. Cora and Ellis Hendershot did not have children however every child in the Village were their children in a very special way. Allen Root who grew up in Beachwood from 1931 until 1946 remembers Mr. Hendershot taking him under his wing and keeping an eye on him as he grew up. The land that the Hendershots owned went back

as far as Timberlane Dr. It had been owned by Cora's father Walter Lippert. Mr. Lippert also owned the land west of the Hendershot farm to Green Rd. Mr. Lippert sold his land to Kangasser who subsequently developed Fairmount Greens. The Lippert family has ties to the Beachwood Village and Warrensville Township as far back as the 1850's.

E.F. Rindfleisch lived on the Park Synagogue cemetery grounds at Richmond Rd. and Kinsman Rd. He was responsible for maintaining the cemetery and coordinating funerals as they occurred. His son Art would take over those responsibilities in later years. While not one of the first, Art would be one of the earlier members to serve on the Beachwood Volunteer Fire Department.



*Approx 1935. Mr. Hendershot, 3 year old Allen Root and Laddy. This picture is thought to have been taken at the corner of Fairmount Blvd. looking south and Edgewood Rd. Photo courtesy of Allen Root.*

A.C. Giesler was a farmer and long time resident of the Village. A.C. came to the United States at the age of 12 in 1882 at the age of 12 with his parents from Frankfort, Germany. Before moving out east he lived with his parents in a German neighborhood in Cleveland and attended The Spencerian Business College (formerly known as DYKE College) and now known as David N Myers College. After his marriage to Marie Elizabeth Foth in 1893 they lived on Dent Rd. in Cleveland before joining his parents who had moved to a farm on Richmond Rd. in Lyndhurst, across from the Three Villages development. A.C. had worked in a print shop and the lead was starting to impair his health.

It was thought that the fresh country air would help him. So, he decided to build a new house in the same area. A.C. and Marie had five children: Carl, Herbert, Ray, Esther and a son Ernst who had died in infancy. While this farm had 5 acres, A.C. rented 20 more acres down the road in Beachwood from Mr. Bryon Stickles. The land behind them was developed as an estate for the wealthy Henry Sherman family. Mrs. Sherman was the former Edith McBride and sister to the wife of George W. Crile the founder of the Cleveland Clinic. Quoting Esther Giesler "the grounds of the Estate were beautiful". There was a tennis court, ice house, and a home for the grounds keeper. They also needed a chauffeur and A.C.'s young son Herb was ready to take on the job.



*A.C. Giesler, with wife Marie and two of their children, August Carl (T) and William Herbert(L) Photo taken 1900 . Courtesy LesGiesler.*

In 1911, A.C. decided to sell his home in Lyndhurst and rent a farm and house on Richmond Rd. in Beachwood. The home stood on 100 acres of land. With the boys being older, he had the necessary help he would need to farm all of the land. For the most part he grew strawberries and other fruits. For many years he would be the exclusive grower for the prestigious Chandler and Rudd Grocery store located in Shaker Heights. In 1920, he had the opportunity to buy back the home he had sold in Lyndhurst. He decided to move the home into Beachwood across from the house he had rented. This was no easy project. They prepared a new foundation and then used logs to roll the house around several other farmers' lots and finally placed it on the new foundation. The Giesler home is still standing today at 2478 Richmond Rd.

A.C. Giesler died on August 2, 1938 after a life of extensive contribution to the community. He served on council for many years and worked closely with the community to develop the schools. A.C.'s contributions could also be found in his children. For many years his son Herb would serve as the first Marshal. In 1930 Herb and Mayor Clifford Zink owned a popular restaurant known as the Highland Barbecue. It was located on Kinsman west of Green and although it changed ownership hands numerous times, it remained in business until the late sixties. Clifford Zink was also the grounds keeper of the Highland View Golf Course. In the winter months he would move his family to Florida. This is one of the reasons that his children are not in any of the school pictures.

Another early resident of the Village was Frank Marous. Frank Marous (pronounce Mar-oosh) was one of six children of Joseph and Lydia. Joseph and Lydia purchased a farm in Beachwood (when it was still a part of Warrensville Township) before the turn of the century. At one time their farm included land on both sides of Richmond Rd. between Shaker Blvd. and South Woodland Rd. The farm house and barns were located on Richmond on land now owned by the

Temple Branch. Their farm was a family farm that also supplied dairy products within the community. Frank was a Councilman from 1924 to 1926. He then served as Clerk of Council from 1926 to 1939. In 1939 he was elected Mayor and served until he moved to Geauga County in 1945. Frank and Mae Marous had two children Don and Marian. Frank's sister Mary taught school at the old LaRue school house from 1915 to 1919.



*1940, Children of Frank Marous, Donald and Marian Marous taking a casual ride on their family farm located on the east side of Richmond at Shaker Blvd.*



*Children of Joseph and Lydia Marous. (L to R) Joe, John, Albert, James, Mary and Frank.*

Another early settler in the area was George Kerruish. His home is one of the few left in the area at 2270 Richmond. His 39 acre farm would include today Community Drive, Union Circle, Hilltop Dr., Orchard Way and Margot Ct. The Kerruish family were long time residents of Beachwood and members of St. John Church in South Euclid.

Across the street from the Kerruish's home lived the Richardsons at 2273 Richmond. Edward and Elise Richardson moved from 68th and Cedar in 1924 so Edward (Bud) could be closer to his work. He was the manager of the locker room at the then new Acacia Country Club in Lyndhurst. The home they lived in and the 265 acres it was on (current site of Beachwood Place Mall) was owned by the country club. Prior to Acacia building its permanent club house in Lyndhurst, the home the Richardsons lived in was used as the meeting place for members of the club. The Richardsons stayed in the home until 1942 when they bought a home in Cleveland.



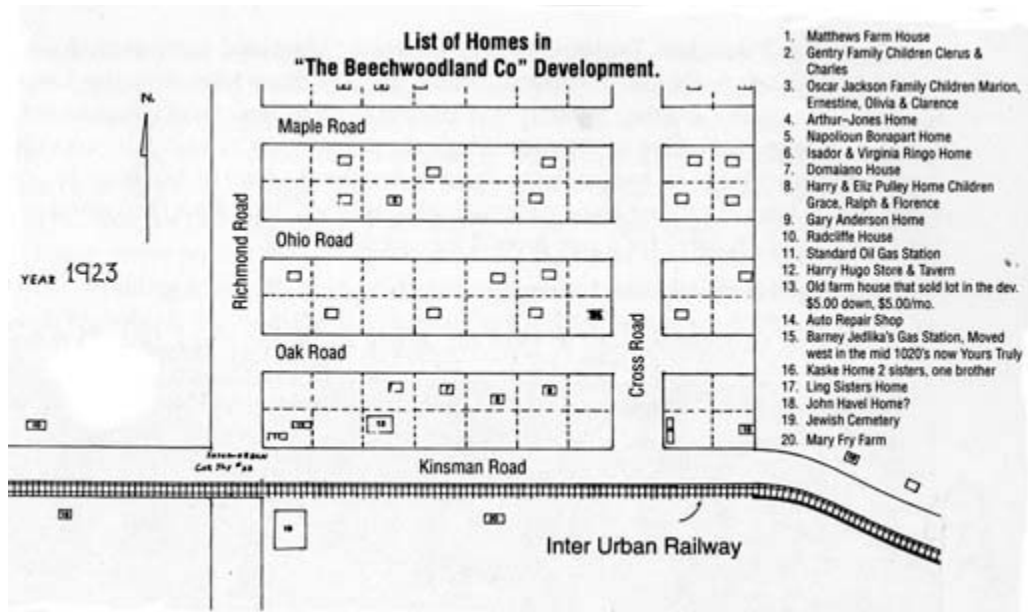
*Approx 1931, L to R, Jean Thomson, Tony Richardson, Mary Richardson, Jack Thompson, and cousin David Smith walking south on Richmond Rd. in the area of Hilltop Dr.*

The Richardsons had two children, Tony and Ruth. Both attended Beachwood's eight room school house on Fairmount. When Ruth attended the third grade there were a total of 12 children in grades one, two and three. For high school, Ruth went to Shaker Heights High School and Tony went to South Euclid's Brush High School.

Mrs. Richardson was an avid grower of fruits and vegetables and operated a road side stand. Mr. Richardson worked for the country club for 30 years. One of Ruth Richardson's memories was that of riding the Kerruish's horse. Walter Kerruish, the son of George became a close friend in the way many neighbors did back in the farming days. Ruth also remembers that from time to time transient workers would pass by looking for work in exchange for food, and of course no one went away hungry from Mrs. Richardson's home.

Although it is believed that all of the early residential development in Beachwood was designed by the Vans, there is evidence that there were other developments going on before the Vans rose to prominence. The first signs of a planned housing area were at the northeast corner of Richmond and Kinsman. The streets started to appear on the maps in the early 1900's or from the aerial photo one can see faint signs of the street's existence. It is unknown if any of the streets were paved or how many homes actually existed. Early residents of Beachwood do remember a

group of African Americans that lived on this land in the 1930's. It is known that Marion Jackson and her brother Clarence and sister Ernestine lived in one of these homes and attended Brush High School in South Euclid. A fourth child, Olivia, was killed at the age of thirteen while walking down Richmond Rd. Marion graduated in 1934 and her brother graduated in 1936. According to Brush alumni members, Marion and her brother were the only non white students in the school and unlike Shaker Heights, skin color was never an issue at the school. Today there are a few signs of these homes in the woods off of Enterprise Dr.



*Drawn in 1997 from memory, Mr. Ralph Pulley indicates the homes that existed in this early housing development in 1923 at the northeast corner of Kinsman Rd. and Richmond Rd.*

Long time Woodmere resident and councilmen Mr. Ralph Pulley remembers that as a child he lived in the development a few years before moving to Woodmere. Mr. Pulley also remembers that there was a gas station on the north side of Kinsman just about where the southbound I-271 traffic exits on to Chagrin. This was known as Jedlinka's Gas Station. It was later moved and that site is now Yours Truly Restaurant. The move is thought to have happened in the late 1920's. Ultimately the land was purchased by the Van Sweringens. However, like many of their plans the land sat idle for decades.

There were two early 1920's housing developments in Beachwood that did become reality. However while they were started before the depression and it would take many years after that for them to develop into neighborhoods



The first was approved in September of 1925 when council approved the Plat map that laid out the streets of the Rapid Land Transit Company's development of the Cedar and Green area. These streets would include Fenway, Campus, Cedarview, East Baintree, East Silsby, East Groveland, Lyndway, Glenhill, Edgehill, Woodway and Halcyon. While it is thought that the Vans owned the Rapid Land Transit Company, they did not. It was a land development company that was affiliated with the Ford Realty & Mortgage Company, which was located at 2409 Euclid Ave. This same company developed many of the streets in Cleveland Heights and University Heights in the early 1920's. This project included 262 lots. While some were larger most lots were 55 feet wide by 130 feet deep. The land had been owned for decades by Roselia Foote and John Radcliffe. Both of these family names go back to the early settlers of Warrensville Township. These names can be found in the Beachwood Cemetery at Green and Halburton Rds.

Due to the depression only six homes were built before the country went bust. After these six homes were built, new home construction in the development would not start up again until the early 1940's. One of the first homes to be built in the development was that of Stanley Walker. The Walkers moved into their new home at 23500 East Baintree in 1929. They moved to Shaker Heights in 1942. Mr. Walker was a member of the Village Council for several years. One of the issues that he is most remembered for were his thoughts on building tennis courts during the depression. In the mid 1930's the WPA was offering communities help with a wide variety of projects. At that time Beachwood did not need much from the WPA and Mr. Walker insisted on having something done other than fixing a few roads and cleaning up the cemetery. He was able to have two tennis courts built on the northwest side of the Beechwood School. These courts were the very best one could have. However, there were very few people who used them. Simply put, there were very few people that lived in Beachwood at that time.

Mr. Walker's daughter Dorthea, who now lives in Maryland remembers, having only a few friends in the neighborhood, simply because there were very few homes in the neighborhood. Dorthea was the only student in all of Beachwood to attend the second grade in 1936. One of the nice things about living on a street with no other homes was the ability to keep a horse in one's backyard. One of her favorite past times was to have her friend Nancy Thomas who lived at 23601 East Groveland join her on her pony "Fanny" for a ride around the neighborhood.

The other five homes that were located on East Groveland. They were: 23304 East Groveland. Built in 1929 for Julius and Susan Nagy. In 1935 it was owned by Ed Havel. Mr Havel was a detective with the Shaker Heights Police Department and the brother of Beachwood Police Chief John Havel.

23600 East Groveland Built in 1929 for Charles and Maud Thomas. Mr. Thomas was an Architect. His father built the home and the one across the street at 23601. They had one child named Muriel. Mr. Thomas was the architect that had designed the Society for Metals building on Route 87 near Punderson State Park.

23601 East Groveland Built in 1929 for Ronald and Katherine Burnham. Home to Richard and Annette Burney from 1944 until 1993. The Burneys had three children: Mary, Jon and Richard.



23606 East Groveland Built in 1929 for Walter and Dorthea Thomas. Walter was a dentist and a brother to Charles across the street. They had one child named Nancy.

23609 East Groveland Built in 1929 for Herbert & Marjorie Swallow.



*Dorthea Walker riding her horse "Fanny" on the sidewalks of East Baintree.*



*Stanley and Dorthea Walker with "Fanny" in front of their home at 23500 East Baintree. Photos were taken in 1935.  
Photo courtesy of Dorthea Dressler.*

The second development was at Green Rd. and Fairmount Blvd. The streets in this development include Ranch, (which at the time was named "Meadowbrook"), Larchmont, Elmhurst, Fernwood, Brentwood and Edgewood. This development was presented to council in September of 1926 by the H.A.Kangesser Co. This land had also been owned for many years by early settlers of Warrensville Township. Some of it was owned by Walter and George Lippert. Cora Lippert, the daughter of George Lippert married Ellis Hendershot who is mentioned earlier in this book.

Beachwood had three other early 1920's era planned developments that looked good on paper, however, for a variety of reasons did not get close to completion. They were:

L.H. Heisters development of Greenlawn, Isabelle, and E. Scarborough. These roads that would run from Green Rd. east to Richmond Rd. Only portions of these streets were put in and the portions of the roads put in were not developed until the early 1960's.

E. H. Matthew's Auto Villa's Sub Division. This development never happened. Located on the south side of old North Woodland Rd., just east of Richmond Rd. This development consisted of 12 lots on 10 acres of land. It is interesting to note that Hopkins Maps from the 1920's indicate a Russian Orthodox Cemetery on a portion of this property. This would be around the 26200 block of North Woodland Rd.

The Glen Park Co.'s development of Ramsey Rd. This development called for two streets along with Ramsey to be built on the northeast corner of Richmond Rd. and Fairmount Blvd. For many years the only street put in was Ramsey. One of Beachwood's newest streets, (1990 era) Meadoway Dr. was the second street from the original plan to be built. The third street that was never built was Glen Park Dr. which would have started at Ramsey and Richmond and headed East to Meadoway. Today the land this street would have been built on is part of the "The Village" development.

In December of 1926, the people living on Helen Rd. (then located in Beachwood) petitioned for annexation to the Village of Shaker Heights. It was the feeling of council that this should be allowed only because the issue was threatening the peace and order of the community. At the same time the Village realized that they needed to establish a Charter for the village because annexation of land from the village needed to be discouraged and controlled.

In 1928 Beachwood opened its modern eight room school. This allowed the Beachwood School System to close the older school houses that it had acquired from the Township in 1915. The new school had a gym in the basement and a stage along the back of the second floor. The architect building was Beachwood's own Arthur Barber, who lived for many years at 2463 Green Rd. One of the reasons for the construction of the school house was the unpredictable and changing attitude of the Shaker School System, under the influence of the Vans, towards Beachwood's students. Earlier in the fall of 1925 the Heights Press reported that "Beachwood May Build School For Children Refused By Shaker." The article read as follows: School Authorities of Shaker Village have refused to accept twelve colored children from Beachwood Village for education in the Shaker Heights Schools. Mayor W.J. Van Aken stated he understood Beachwood will take care of the children by creating a separate school district and building its own school building. Shaker has been accepting children under contract whereby Beachwood pays a fixed sum for the educational service.

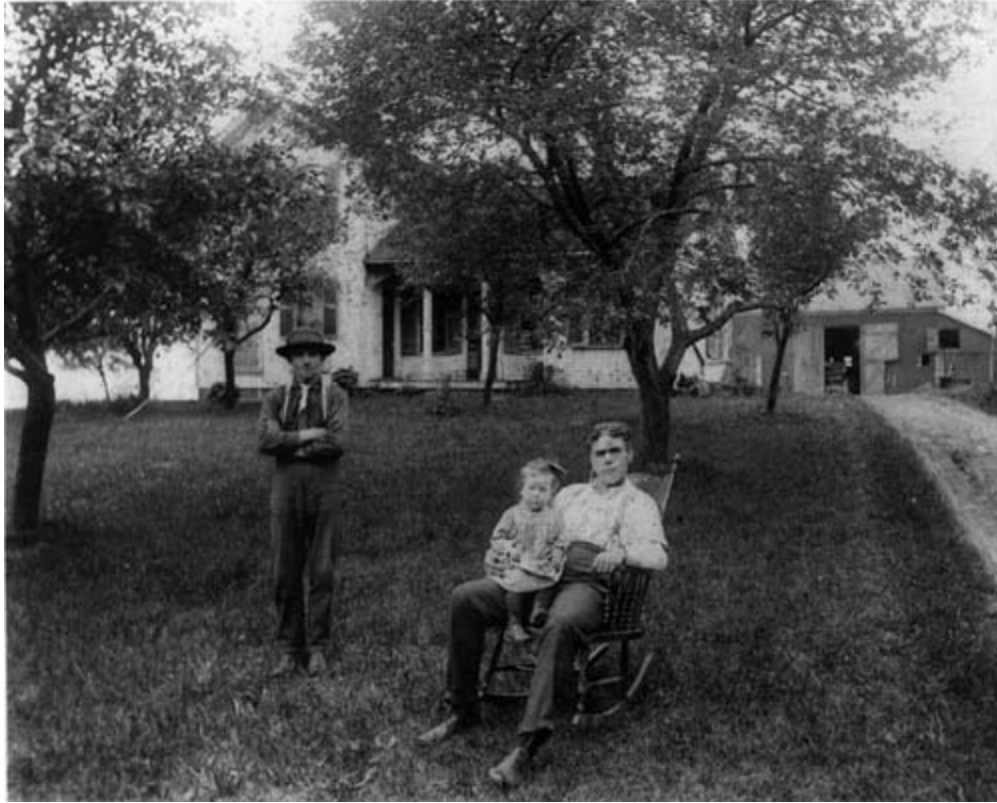
The situation was handled swiftly by the Beachwood Board of Education. They went to the County Prosecutor and filed a law suit against the Shaker School System on October 26, 1925. The Cuyahoga Court of Common Pleas found in favor of Beachwood and ordered Shaker to educate all the students under the contract. They also ordered Shaker to pay all of the costs Beachwood had incurred due to the case. The case number was 249672.

With a new school house the board of education was able to sell the village the LaRue school house property at the northwest corner of Fairmount Blvd. and Richmond Rd. The land not only

consisted of the old one room brick school house, it also had a fairly new temporary structure behind the old school house. This building was built in 1926 as a temporary classroom building in anticipation of a lengthy legal battle with Shaker Heights over the use of their schools for "Colored" Students. With this issue resolved and the completing of the new eight room building to the west, both of these structures were no longer needed. The village purchased the land from the school system and started to use the temporary classroom building as their official Village Hall.

In August of 1928, Mayor Corlett, announced that the old Lewis school house needed to be torn down and the new Village Hall moved up into its present location. Apparently many of the villagers did not like the long trek in the mud to get to the new hall. An offer was put out in the village to anyone who wanted the bricks from the old school. The offer stipulated the taker to dismantle the building and take the bricks with them. The Clerk of Council Frank Marous said "we will never find anyone who wants the bricks," however Mayor Corlett was a bit more optimistic. A friendly wager was made. The loser of the bet would have to buy the city council members a chicken dinner. Several days after the notice was put out a village resident by the name of Charles Vajner said he would take them. The building was so old that he wanted the bricks because they were handmade and valuable. The Village Hall was then moved forward (south) to its present location, and a basement was finally dug out. This is now the home of the Beachwood Arts Council.

In 1929, Beachwood made the newspapers when Thomas Leigh, a Deputy Marshal in the Village, was involved in an automobile accident while on duty driving friends in the village's new police cruiser so they could catch the last street car. The accident took place on Green Rd. near Cedar Rd. The two close friends in the car died instantly and Leigh who was thrown from the car recovered from his internal injuries at Mt. Sinai Hospital. Leigh had been a member of the police force for only 10 days when this tragic event occurred. According to the Township map of 1903 there was a large farming parcel of land on the northwest corner of Richmond and South Woodland Rd. that the Leighs farmed. For many years the Leigh family operated a slaughter house in the rear of the house. Most of this land was sold in 1925 to the Euclid Arcade Building Company. A small portion was kept by the Leigh family that fronts South Woodland. The home is still standing and is three houses from Richmond Rd. at 25361 South Woodland. The Leigh family sold the home early 60's.



*(L to R) J Kall, a hired hand, Anna Leigh in the lap of her uncle Clarence Leigh . The home was built in 1877. The photo was taken 1915. The home was built by Thomas Box Leigh. Young Anna Leigh's brother was the Beachwood police officer injured in an accident. in 1929. If you drive by this home today at 25361 South Woodland, you can see the crest in the drive to be about the same as it was in 1915.*

The village leaders also had to confront an issue created by new technology. Apparently an airport was built on land next to the new school on Fairmount. This became a problem because the students in the school were distracted by the noise and enjoyed watching the planes take off. Due to the problem Mayor Corlett introduced legislation and Police Marshal Carl Behm was instructed to see that the law was enforced, and the airport was closed.

In December of 1929 construction started on the Green Rd. and Richmond Rd. bridges that would span the anticipated Shaker Rapid tracks. There have been many attempts to extend the Rapid out past its current Green Rd. termination point but that has never happened. In fact in the late 1980's it was decided to remove the decaying Richmond Road bridge and there was really no reason to replace it, since there were no train tracks below it 2E

The year 1929 ended with Elmer .J. Corlett as the Mayor and dairy farmer Frank C. Marous serving as the Clerk of Council. The council was comprised of C.J Zink, A.C. Giesler (who served for 18 years on council) his son Herbert Giesler, V. Hlavin E. Hendershot, and W. Matthews. Two long time residents and contributors to the community, E. Rindfleisch and F. Eickoff would join the council in 1930 and serve for many years to come.

Many of the Van Sweringens' plans were initiated in the late 1920's. Beachwood, like Shaker, was well on its way to becoming a planned community. New streets were being put in and

improvements were happening all over the Village. The Shaker Rapid was anticipating expansion to Brainard and too much of Pepper Pike which was also gearing up for the Vans' big plans. However, by 1930 the depression that would cause the Vans and many others to file bankruptcy would impact the anticipated improvements for years to come.

While the depression hit in 1929, the Vans did not totally fall apart financially until 1933. However, the Village was already feeling the pinch by mid 1930. Salaries were cut and little could be done in the way of furthering the planned improvements to the Village. There were also fewer and fewer farmers in the area. Most of the farmers who sold their land to the Vans also ended up in a financial disaster. The Vans paid a farmer 25% of the sale price in cash. The balance was paid with either stock in their company, or in a mortgage note or promissory note at 6%. Very few people were paid cash for their land. The Vans were paying a fair and respectable price for the land at up to \$2000.00 per acre.

On Oct. 23, 1930 the Vans were summoned to New York to meet with their bankers to discuss the problems that they faced. Much of the Vans' collateral was in stock of other companies including the Allegheny Corporation. For the most part the value of those companies slipped well below an acceptable comfort level for their bankers. The Vans were able to restructure their loans in the amount of 48 million dollars with J.P Morgan. The maturity date was May 1, 1935. While this provided some relief to the Vans, their main concern was not the development of Beachwood but the survival of their railroad empire. Prior to the crash of the stock market the Vans owned a 3 billion dollar railroad empire with 30,000 miles of railroad tracks.

Those farmers who did not sell their farms were not insulated from the financial woes of the depression. Many of them took an interesting precaution to avoid total devastation of their assets. They had the property divided into two parcels; one small one with their house on it, and the other parcel with farm land. If they could not pay all of the taxes on their property they would be sure they paid the taxes on the small parcel with the house on it, and let the farm land become delinquent in its taxes. This was a smart move, because with times being as tough as they were, they did not have to worry about the County taking their land for the past due taxes. There was little risk of someone else buying the land, because there were few people around interested in buying farm land without a house or barn on it in the middle of the depression.

In October of 1930 Ray Giesler became part time Deputy of the Village. His brother Herbert would be the first Chief of Police. Herb served for over 20 years and continued to live in Beachwood and like his father A.C. Giesler, would contribute to the development of the community for many years. Herb died in 1971.

In 1932 the Village solicitor demanded a retraction from the Cleveland Automobile Club, for making the statement on WHK radio that, "Deputy Marshals with a tin badge are hiding in the bushes on the outskirts of greater Cleveland like a pack of hungry vultures seeking whom they can devour". The spokesman for the Auto Club, Fred H. Caley further stated that "The villages and cities whose officials are exercising pernicious activity in this direction are Garfield Heights, Beachwood, Willowick and Orange Townships."



*Beachwood's first Police Chief, Herb Giesler sitting on the village motorcycle behind his family home at 2478 Richmond Road Circa 1925.*

While Beachwood was making the newspaper because of the WHK interview it had much more important issues to address at the village hall. The village was running out of money. The depression had a devastating effect on its major developer and its financial problems were compounded by the small number of land owners who could not afford to pay their taxes to the county and the village. In addition, state laws were changed to prohibit corporations not located in Beachwood from using the Village as their corporate address. These corporations were trying to gain tax breaks and the leaders attempted to meet with the Vans regarding the problem but they did not receive any satisfactory answers. The Vans problems were complex and by this time their concerns were not in land development but rather in keeping the many railroads that they owned going.

Beachwood would again make the headlines on Dec. 30th 1932 when the body of Mrs. Ruth Gilmore Steese was found on the westbound side of Shaker Blvd. 1000 feet east of Richmond Rd. Mrs. Steese worked for the Cleveland Society for the Blind and had stopped to cash a check for \$191.25 at a bank on East 57th. She was then found 45 minutes later dead in her car in Beachwood Within a few weeks there were only a few clues that ultimately lead to the arrest of Peter D. Treadway, who had served already 8 years for a prior murder and two years for robbery. Treadway was sentenced to death and attempted to appeal for a stay of execution from Governor Martin L. Davey. His appeal was rejected and he was executed in the electric chair on June 2nd 1935 at the Ohio Penitentiary.

Life in Beachwood during the depression was not as hard on its residents as it was on those living in Cleveland according to Esther Giesler Curtiss. She remembers that as a child growing up that Beachwood's farmers did not have it as tough as others because they were used to being poor and living on a meager farmers income. While there was little to do for recreation, and there was no money to spend, life centered around the eight room school house and the church at Fairmount Blvd. and Richmond Rd. On a regular basis the school would put on community plays and the church would hold pot luck dinner on Sundays. While they were held at the church, being a member of the church was not necessary.



*Beechwood's 1st, 2nd and 3rd. graders in 1835. Photo courtesy of James Fisher.*

By 1934 Beachwood's land owners owed \$610,000.00 worth of delinquent taxes. The village leaders realized it needed to do something and asked the county to reapportion the taxes owed over the next 15 years. What the Village leaders had no way to project was how Beachwood's economy would prosper in order to permit the land owners to pay taxes in the coming years. At the same time the bond holders were looking for ways to have the county issue a levy against the land owners for the debt owed.

The March 15th 1935 edition of the Heights Press, a Cleveland Heights - based newspaper reported that Beachwood could not pay its April payment of \$40,000.00 to its bond holders because the total tax collection did not generate enough revenue to pay the annual interest installment. By 1935 the outlook in Beachwood was quite bleak. The Vans were also nearing the end of their company's existence.

The end of the Vans' empire was near. Not only would their company file for bankruptcy, they would both die within one year of filing. On May 1, 1935 they notified J. P. Morgan that they would not be able to meet their loan obligations. By September their collateral was auctioned off to the Mid-America Corporation. Mr. George A. Ball, "The Ball Jar King" and George Tomlinson, a Great Lakes ship builder and banker, were the founders of the company and bought the collateral for the sole purpose of turning it back over to the Vans. Ball and Tomlinson felt the Vans had run a super growth organization, and if the Vans were allowed to continue to run the empire it would continue to grow as the economy recovered. The collateral included stock and notes in 11 holding companies including the valuable Allegheny Corporation. The solutions to the Vans' problems would soon be on the shoulders of only one of the Vans. In August of 1935 M.J. entered Lakeside Hospital suffering from high blood pressure and influenza. He died of heart disease on Dec. 12th of that year, at the young age of 54. His funeral was held at their home at Daisy Hill.

The surviving brother, Oris would not see much more success because the Missouri Pacific Railroad filed a complaint with the Interstate Commerce Commission. The Missouri Pacific was

a small line owned by the Vans which had filed for bankruptcy in 1933. The complaint initiated an investigation into Mid-America's control and led to the Van Sweringen Companies declaring bankruptcy in February of 1936. On November 22, 1936 a private car of the Nickel Plate Railroad left the Cleveland Union Terminal with O.P. Van Sweringen for a business trip to New York City. O.P. felt tired and as the train was pulling into Hoboken, New Jersey his trusted companion, William H. Wenneman, found him dead of an apparent heart attack at the age of 57. The two Van Sweringen brothers are now buried in Cleveland's LakeView Cemetery. For the next 20 years foundations, trusts and newly formed Corporations would control the assets, stocks and deed restrictions that had once belonged to these two legendary men.

Beachwood's financial problems had not improved by 1936. Population was low, 237, and the whole country looked to President Franklin D. Roosevelt to improve the situation. In an effort to put people back to work and, as a overall recovery effort he created the Works Progress Administration (WPA). The east side of Cleveland had more than thirty projects. Two of the larger projects included the construction of a new Mayfield Rd. through Gates Mills, and the extension of Monticello Rd. from Cleveland Heights to Green Rd. Beachwood's projects included construction of sidewalks on Rexway and Stratton and grading and landscaping work at the Beachwood Cemetery located at Green and Halburton Rds. The project was limited in scope and the problems which existed were far reaching. Many of the streets that had been put in by the Vans were starting to deteriorate. Roads such as Bryden, Letchworth, Hurlingham and Hendon were not constructed from brick, but with a combination of cinders and asphalt known as macadam. The problem with this type of surface is that if it is not treated with oil from time to time, it will decay. With no one living on these streets except the Bournes (later the Gunds) residence on Selkirk, the roads fell into disrepair. At one point the financial picture was so bleak that the street lights the village had were turned off because there were no funds to pay the electric bill for such a luxury.

1936 also brought a bit of light into Beachwood. That was when Mrs. Dudley Blossom decided to develop land she owned at the southwest corner of Cedar and Richmond Rds. Mrs. Blossom and her family lived across Cedar in Lyndhurst. Her original intention for the land was to provide a place for her children to build their homes when they returned to the area after finishing college. However the children decided not to return to the area. One of the first families to build in the development was the Chilcote Family.

Mr. Lee Chilcote was the owner of The Chilcote Company and the Brewer Chilcote Paper Co. It has been said that Mr. Chilcote was the one who convinced Mrs. Blossom to divide up the parcel of land and spend the dollars necessary for the construction of the two roads, Community Dr. and Union Circle. Mr. Chilcote also served as a councilman from 1941 until 1950.

Other original and prestigious families that lived in that development included: Fisher, Cronin, Judd, Pope, Hanger, Gale, Albrecht, Linderme, Shephard, Bolton, Mangine, Crofot, Prayton, Harrison, Selover and Pile. Many of the heads of these families were doctors and well established business owners within the community. One name that served not only the community of Beachwood in a very special way (see chapter 4) but also served all of metropolitan Cleveland was Larry Pile. Mr. Pile, along with his three brothers, was the 2nd generation owner of the Hough Bakeries. This bakery had been started by his father Lionel Pile.











Anyone who lived in the area from 1903 until August of 1992 can remember visiting one of the 32 Hough Bakeries for their great birthday cakes and fresh pastries. Lanore Linderme Kaplan and Martin Pope remember growing up on Community Drive and having the feeling of living in a quaint little community that was well protected under the watchful eye of former Police Chiefs Havel and Sexton. Both LaNore and Martin remember the Thursday evening barbecues that took place every week in the park area of the development. Martin also remembers riding bicycles up Cedar Road, which was then a two lane brick road, and having a pop at Sextons gas station which was located at the northwest corner of Cedar and Green Roads.

Mrs. Blossom was the daughter of Charles W. Bingham who was one of the pioneers of John D. Rockefeller's Standard Oil Co. Her husband, Dudley Blossom, was the Director of Welfare for the City of Cleveland. For many years these two streets (Community Drive and Union Circle) were private streets and the village was not required to maintain them. A portion of the land includes a park-like setting on the north side of Community Drive. Deed restrictions were put in place for 25 years. This development would be the only new development in the village until the end of World War II. One part of Mrs. Blossom's Community Drive development is the building known as "The Hanger" This building was first built by Mrs. Blossom in the late 1930's and her friend as a recreation facility for the family. After W.W.II the building became a private swim and tennis club.

In November of 1936 the village leaders invited delinquent land owners to meet and again discuss a means to pay the back taxes they owed. Beachwood now owed more than 1.5 million in bonds that had received no principal payment since 1932. Beachwood was not alone with their tax collection problems, but clearly they were the worst among east side suburbs with 85% of the land owners being delinquent. The village wanted to restructure the bonds. However, they would have to pay no less than 50% of the \$200,000 2E00 in back interest before a restructuring could occur. The village leadership was hopeful that the large land owners would be able to help contribute to the back interest amount, so the restructure could happen. Unfortunately the Van Sweringen Companies were unable to help. By 1936 the Van Sweringen Company was in the process of a total reorganization.

In December of 1936 Marshal John Havel submitted his resignation as an elected official. Apparently he was the Elected Marshal which made him automatically the Chief of Police. According to the State of Ohio this was a violation of law. Several years later a Charter amendment was passed eliminating the outdated elected position of marshal. In 1936 there were only two full time law enforcement officers and several part time officers. The two full-time men were John Havel and Herb Giesler.

				
Betty Beal	Ester Barber	Lester Barber	Jackie Gest	Betty Kelch
				
Joan Ruby	Merle Wasco	Jean Thomson	Nancy Kelch	Mrs. Smith
1937				THE CHILDREN OF BEECHWOOD SCHOOL
	Charles Lambdin	Dorothea Walker	MaryJone Fisher	
				
Vida Singleton	Nancy Thomas	Robert Fisher	Norma Behm	Eva Lambdin
				
Miss Fisher	Marian Marons	Jack Thomson	David Smith	James Fisher
				
Miss Fisher	Mary Helen Kelch	Mary Jane Gest	Clarice Eickhoff	Katherine Barber

*The children of Beechwood School 1937*

The year 1937 started out with a bit of hope concerning Beachwood's tax collection problem. With over 400 individual land owners, a new law known as the Whittmore law was passed by the State legislature. This law would allow back taxes to be paid on an installment basis. Council urged the Village Clerk, Frank Marous, to write the owners, explaining the new law. Councilman Stanley Walker urged the notification of all delinquent owners because the Village needed to know who wanted to work out a plan, and who was not interested. This would allow the Village to ask the County treasurer, John J. Boyle, to sell the property of those unwilling to work out a plan, and allow the proceeds to go towards the back taxes. The village also received some good news from the Van Sweringen Company. George Arnold, the company's Vice President announced that they would allow the lots in the Shaker Country Estates to be split up into smaller lots to allow moderate income families to purchase land and build homes in the area. The decision was made by Frank F. Kolbe and Robert R. Young, who were New York bankers that had acquired control of portions of the Van Sweringen

Empire. This move, known as the Re-subdivision of lots, was the first move that allowed homes to be built in Beachwood that would be affordable to a wider market, less exclusive than the Vans had originally intended. While these Re-subdivides were presented with good intention, they would not become a reality until the early to mid forties, when the economy would start to prosper and the demand for housing started to climb. This move also affected a good portion of land in Pepper Pike and parts of Shaker Heights that were east of Warrensville Rd.

The year 1937 also brought one more WPA project to Beachwood. Cedar Rd. was widened from Warrensville Center Rd. in University Heights to Richmond Rd. in Beachwood. The width would go from 18 feet wide to 24 feet wide. That year 1937 ended with Mayor C.J. Zink running unopposed along with Clerk Frank Marous, Treasurer Ruth V. Behm and the six incumbent councilmen consisting of J. Anderson, A.C. Giesler, W.D. Thomas, W. Cowle, W.A. Carren and H. Eickhoff.

1938 was the first of many years in which Beachwood School's would be in turmoil. In July of 1938 the school board decided to look into annexation of their schools into the Shaker Heights School System. Beachwood's annual budget for educating their 45 students was \$11,000.00 and they were having trouble meeting their obligations. The tax rate was 5.25 mills and Shaker Heights was 14.70 mills. The concern was that the State would force the schools to join another system and they might have to join a less desirable system than Shaker's. After a long debate it was decided to keep the Beachwood System intact. There was a decision to allow the 12 high school students to chose between going to Brush or Shaker. However, the students that chose Shaker would have to pay the difference in tuition and would have to furnish their own transportation. Beachwood would continue to bus students to Brush. Through the years the high school students would attend classes at Orange, Brush in Lyndhurst, Shaker Heights High or Cleveland Heights High School.

In 1938 Mayor Zink decided to take on the Ohio National Guard. Apparently the guard had been using Beachwood's farm land for maneuvers. The guard provided the community natural fire works as an attribute of the maneuvers. While the council was in favor, Mayor Zink said no way. His concern was the effect on traffic and that the noise had been scaring away the quail and other game from the woods. The guard prevailed and continued their training.

1939 brought little good news to Beachwood as the decade came to a close. Beachwood would feel growing pains as a small farming village. The next ten years would be quiet transitional years until the baby boomers came to town and changed the look and finances of Beachwood.

### Chapter 3

## Transitional Times for Beachwood 1940 - 1950

1940 heralded the often-difficult onset of urban development for Beachwood. Legislation by the state of Ohio allowed communities several options for the refinancing of their improvement bonds. With the approval of 51% of their bondholders, Beachwood was able to restructure their bonds over 30 years. The amount of the debt financed totaled \$1,812,249.39 and the rate varied from 1% for the first 3-1/2 years to 5% for the last 11-1/2 years. The resolution that allowed this action was introduced by Councilman W.R. Weh, and was passed April 9th, 1940. In July, the Village Council was informed that 84% of the bondholders had agreed to the program. While a municipality did not customarily file for bankruptcy, a date of September 10th was set at the U.S. district Bankruptcy Court for a hearing to regulate municipality restructuring. The court granted approval in 1941 allowing the Village to start its life all over again.

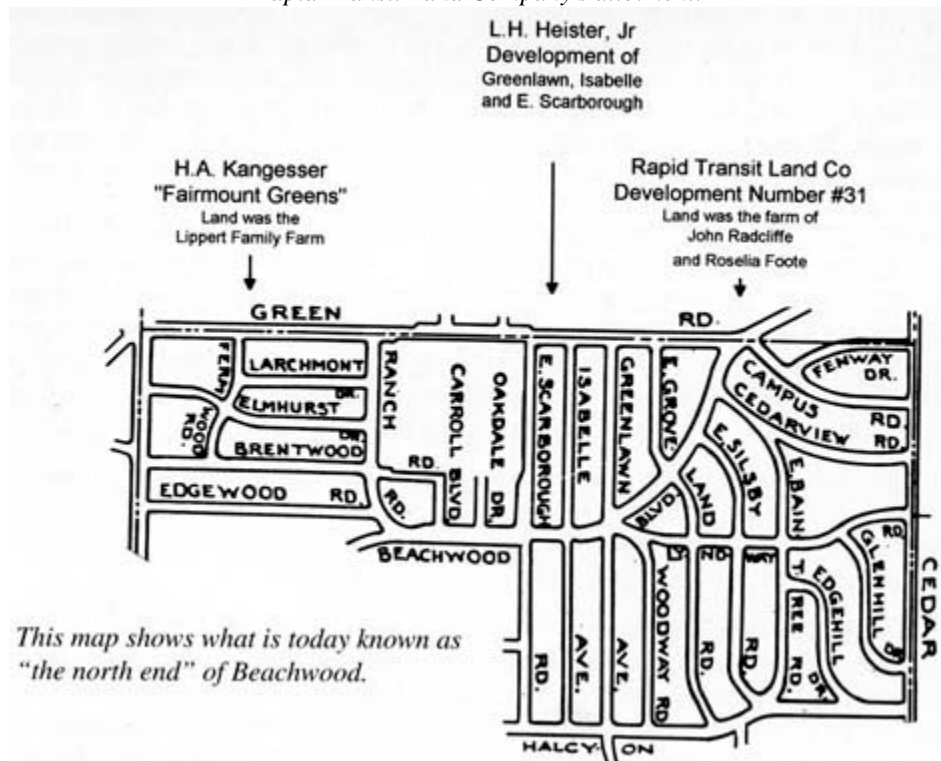


*It was a quiet year for the Villages small Police Department in 1941. (L to R ) Mel Lindquist and Police Chief John Havel. Lindquist owned the gas station at the northwest corner of Green and Kinsman Rds. Like several others he served as a part time policeman within the village.*

Beachwood was then on a slow road to recovery. The F.B. Company was developing much of the Kangesser Development, known as Fairmount Greens. This area, along with the Rapid Transit Land Companies Development in the East Groveland - East Baintree area, was beginning to show some signs of new home construction. For another twenty years, however, Beachwood would evolve very slowly with no master plan.



1940 photo taken on East Groveland Rd. looking east, just up the hill from Lyndway. Photo courtesy of Murial Long (Thomas) who grew up at 23600 East Groveland in the 1930's when her family was one of six to own a home in the Rapid Transit Land Company's allotment.



This map shows what is today known as "the north end" of Beachwood.

The years between 1941 and 1950 were pre-development years for the housing boom of Beachwood, from which emerged a 25-year debate over the development possibilities for the land at the southeast corner of Richmond and Cedar. It was also the time period when the last of the farmers existed in the Village, and conflict arose over the construction of a synagogue on Fairmount Blvd. In 1941 the Village was even confronted with the installation of sewers and natural gas lines; apparently, some of the streets put in by the Vans and Kangesser had no sewers

or water mains. Through 1941 Beachwood was still dealing with their financial situation. By 1950 the discussions turned to major housing developments and drive-in restaurants.

In July of 1941, the Beachwood Village Council was presented a proposal from Mr. A. Mednikoff to develop 131 acres at the southeast corner of Cedar and Richmond roads. Mednikoff asked the Council to approve the plat map and have the Village pay for sewer, water and street improvements. Mayor Frank Marous informed Mednikoff that it was impossible for the Village to do this because it lacked the necessary funds. Discussions would continue regarding this project for years to come.

At the same July 1941 meeting Police Chief Havel received the approval to spend \$200 on a new police radio for the department cruiser. Thereafter, during the 40's Beachwood received their emergency radio calls from the City of Cleveland's dispatch office, for which Cleveland charged 25 cents per call. During the average month the total charge to the city was about \$3.00. The Beachwood Police Department was not staffed 24 hours a day, so when Beachwood had no one available they arranged for Shaker Heights to handle the call. Likewise, when emergencies requiring the fire department arose, Shaker would again respond, as Beachwood did not start its own Volunteer Fire Department until 1949.

In September of 1941 Mayor Marous reported to council that traffic at the corner of Green and Kinsman, along with Fairmount and Richmond, warranted a traffic light. Council also reviewed the proposal for the 131 acres at Cedar and Richmond, but took no action on it. One of the concerns seemed to be the type of development prospects for the two corners in Lyndhurst: would they be business or residential? This land in Beachwood was known as the Acacia Club reserve because the Acacia Country Club owned at one time 131 acres of the land at this southeast corner.

Another issue of land usage for Beachwood was the legal continuance of hunting, which was extended exclusively to Village residents and their guests. This was amended in November of 1944, when the hunting rules were geographically limited to the south of Shaker Blvd.

While Beachwood had very little industry, it soon became the birthplace of modern day earth moving equipment. Until the late 1980's there was a building at 26011 Kinsman Rd. which would later house a technological wonder. In the 20's it was a modest farmers' market and gas station, and during the Prohibition it was known as a holding area or drop point for bootlegged whiskey. In 1941 two brothers, Ray and Koop Ferwerda, rented the building and designed a piece of earth moving equipment. After perfecting the machine, they sold the idea to Warner and Swasey, who gave it the name GRADE-ALL. Today the GRADE-ALL is manufactured in New Philadelphia Ohio. As the years went on, the building would be used for many other businesses, including a metal shop and later an outdoor pool company owned by B.C. Bourne. The son of the early Beachwood resident A.C. Bourne, Mr. B.C. Bourne was also the clerk of Council for many years and lived at 26435 North Woodland Rd.



*One of the five original Ferweda Grade-All's made in the Swetland building once located on Kinsman Rd. across from Park East Drive where Enterprise drive is now located.*

International involvement in the war had repercussions on the very streets of the Village, which found itself in a bit of a problem when it came to plowing snow in late 1942. It's one and only snowplow was not in running shape, and with all the equipment being manufactured earmarked for the war effort, they could not buy a new one. The best course of action was to pay Art Rindfleisch to do some plowing, and late in the season they were able to buy a used 1936 tractor and plow for \$250.00.

In 1942 Beachwood residents' concerns went from local to international. While there is no Village Hall record of whom or how many, certainly Beachwood's youth had been called up to defend the United States in the W.W.II. The Village's eleventh ordinance of 1942 was to join all the other municipalities in the formulation of a civil defense agreement. One of the rules established were blackout rules, in which no lights were to be on past certain hours of the day.

On December 4th of 1942, Mr. Balog, the father-in-law-of Herb Giesler, took the bus downtown to the Federal Building to be sworn in as a U.S. Citizen. He had lived in this country for many years and thought it was time to become a citizen. This was not only a special day for him because he would become a citizen, but it was also his birthday. Unfortunately, while he was returning home from being sworn in, he was killed on Kinsman Rd near Green rd. as he was getting off the bus. While this is a tragic story, it would be his son-in-law, Herb, who was the police official on duty that day that had to inform the family of an accident, which could have been avoided, had the Village been equipped with the necessary traffic lights.

In 1943 Beachwood entered into an agreement with Lyndhurst to share the cost of a traffic light at Cedar and Richmond. Again, Mr. Mednikoff presented a plan to build homes on the 131 acres at Cedar and Richmond. This time Mr. Mednikoff proposed building defense housing. The Village Council told him to present a model plan of a home and to submit it to the building inspector. Getting the Village's approval to build homes on this land was not going to be an easy accomplishment. Likewise, the Village's blessing on a shopping center would not be any easier. Mr. Poulson also appeared at the Village with an interest in building homes for returning veterans on land that is now Hilltop. He thought they would sell for \$12,000. though no formal



proposal was made. It would take another 15 years before other interested parties would develop Hilltop Rd.

While W.W.II, like all previous war conflicts, brought death to every community, it also brought jobs to Northeast Ohio, and many Beachwood residents secured employment in local factories. Veteran Police Chief Herb Giesler took a job with Jack & Heintz, a manufacturer of precision parts used in airplanes. He stayed with them for several years and then ventured into several businesses. It was about this time that he built his first new home in Beachwood, located where the Don Jordan Chrysler/Plymouth car dealership is now located, on Chagrin. Of course Chagrin Blvd. was still called Kinsman Rd. in the 40's, and I-271 wasn't even a dream.

1944 was a bit busier than 1943 for the Village. Roads were in need of resurfacing, as some were not built with the best materials, and many dirt streets needed to be oiled. Because many of the streets had no homes on them, and the Village had very little money, it was decided that some of the streets would be barricaded until they had homes built on them. Those streets included a portion of Hendon, Letchworth and Bryden. This created a "what comes first - the cart or the horse" scenario. In the next few years the village would have to deal with several residential development issues, such as inadequate road surfaces and the lack of sewers. Again, these were incomplete infrastructure problems that occurred as the Village and the Vans had run out of money in the early 30's.

In 1944 the Village passed ordinances that defined its zoning rules. These rules clarified what could be done within each classification and what how each lot would be classified. Essentially, Kinsman Rd. was the only area at that time zoned for non-residential use.

By 1945, Beachwood was becoming a little Mayberry RFD. It had a police department, a few traffic lights, and a corner tavern. At the corner of Kinsman and Richmond, where the B.P. Service Station is now located, was a filling station and a tavern. The tavern then known as "Mary and Jim's" was the source of many small-town stories. The tavern had several owners, therefore the name changed several times. Some of those names included Mary and Perry's and Reggie and Edna's. One well-known customer of the tavern was a Beachwood service department employee by the name of Nick Poval. Nick, who lived in a shack located on Richmond Rd. in the area of Bridgeton Rd., frequented the tavern regularly, and after having a few drinks at Mary and Jim's, and playing the slot machines would then walk back to the Village Hall singing. When he would get to the Village Hall, he would appropriately lock himself in a jail cell. In the rare instance that the police had an evening prisoner Nick (if he were sober) would be woken up and put in charge of keeping an eye on the prisoner. Nick was a friend to everyone in the community. When Nick died in November of 1958 he received the funeral he deserved. According to then Mayor Harvey Bruggemeier, The Village knew Nick had no family or money, therefore felt it was the Villages obligation to provide him with a simple but respectable funeral. The services of the undertaker were just about donated and Nick was buried in Beachwood's own cemetery on Green Rd.



*Nick-1944.*

A drinking friend of Nick's was Mr. Adolph Fuchs, who owned a home and a filling station on the north side of Fairmount Blvd. between Ramsey and Richmond Rds. The filling station was an early landmark for the Village and well known for its wide variety of penny candy. The filling station along with Mary and Jim's was a convenient hang out for the Villagers. Nick's other friends included the Waskos who lived on a ten acre farm at 2400 Richmond Rd. Ernest and Esther had two children, Fay and Myrle, who both attended Beachwood Schools and grew up as two of the very few children who lived in the area during the 1930's and 1940's. Myrle's recollection printed below provides an explanation of just how much of a hometown feeling there was during Beachwood's transitional times.

The best way to understand Beachwood in the 1940's would be through the eyes of one whom lived here like Myrle Wascko.

### ***Beachwood the Way it was!***

#### **The Beginning**

My Dad, Mr. Wascko, who grew up on a farm, wanted to have a small farm of his own. The 10-acre property at 2406 Richmond Rd. had a house, barn, garage (which is still standing) and a granary. The wood beams in the barn and most likely the house were cut from timber that existed on the land at that time. The barn is quite beautiful on the inside showing the hand cut beams held together with wood pegs. To enlarge the basement under the existing house, my dad hand dug a much larger cavity. Dad raised tomato plants in hotbeds. (About a 1000). These plants covered most of the land except for about 40 rows of grapes. There was also a small apple orchard. The tomatoes when ripe were trucked by my dad down to little Italy where they were sold by the bushels to the women to be used for juice and sauces.

In 1938 my Dad decided to build another house on the north boundary of the land which we moved into in 1939. The address is 2400 Richmond Road. The original farm house and part of the land was sold to Jack and Elsie Varcoe. They later sold off part of the land on the south side to Don and Blanche Craiglow. Then about 1941 my dad decided to build again. That house is located at 2404 Richmond Rd. My mother sold the house at 2400 in 1961 to Pete Leone.

## **Growing Up - What To Do!**

There were only four kids that lived on Richmond Rd. between Cedar & Fairmount. Most of the time was spent playing baseball, kick the can and hide and seek. Bicycles were a must. Our travels to South Euclid, (Theaters) pictures show at Center-Mayfield, Cedar-Lee and the Fairmount were all done on bikes. For swimming we biked to Cumberland Pool in Cleveland Heights or down Mayfield Road hill to Chagrin River. That always proved to be an exhilarating ride we were too young to be scared. In the spring we would go down to the creek and catch tadpoles, which we took home and put into aquariums to watch their transition into pollywogs and frogs. Those that survived were taken back to the creek and let loose. Also all day treks into the woods in the spring produced a lifetime memory of abundant wild flowers. After sundown we would sit on the back porch and listen to the "Greener" (frogs) sing a sure sign of spring.

On Fairmount Blvd. - between Richmond Rd. and North Woodland on the North side was Fuchs' farm, which had a brick gas station in front of the house. It had one gas pump and an air hose. But inside the best part was a small glass enclosed case, which held boxes of penny candies. This was our only close source of snacks. Bubble gum was a priority on the list. This was usually shared with a friend after you had chewed it a while. We would try chewing the tar off the street - on a hot summer day, as my mother said she did when she was a kid. This did not go over to well. In the spring we always had field fires. Sometimes they burned for days. In the evening you could look out the window and watch the ring of fire. This would cover Fairmount to Green to Cedar to Richmond. This happened all over. If they ever got out of hand the Beachwood fire Department which consisted of the Police car towing a two high wheeled cart with a fire hose on it. (Like a large garden hose holder). The hose would be hooked up to the nearest fire hydrant. That and a broom-wielding brigade would do the trick. The Police Department had many diversified duties. One was that they washed the one and only cruiser.

On clear, quiet warm sunny days we would lie on our backs in the grass and would watch through a clenched fist, opening just enough to leave light in and watch an accomplished pilot in a bi-plane write the word PEPSI in the sky. Sometimes it would last at least an hour. Slowly drifting and the letters getting wider until they disappeared from view. He would even dot the "I". Also the 4th of July was exciting. Our neighbors the Gieslers lived at 2478 Richmond and always had a stand on the southeast corner of Richmond & Cedar Rds. For 25 cents we could bring home a fair sized assortment of fireworks. Several trips would be made to insure a glorious 4th. Also there was a certain time of the year when the Northern lights (Aurora Borealis) were visible. In the evening, we would climb up on the garage roof and watch the beautiful colors in the wavering streamers of lights in the night sky.

In the winter we would skate on what we called the "Beachwood Pond". The pond can now be found on the south side of Hendon Rd. and east of Selkirk. We did a lot of skiing and sledding at the Acacia Country Club. On Saturdays and Sundays there would be a fair sized gathering of people. We were very appreciative of Acacia for letting us on their property. Many happy times were spent there. At night the four of us would take our sleds and sled down Richmond Rd. hill - north of Cedar. Traffic was very light in those days. Also car counting and naming the makers was a great past time.

One time while picking tomatoes with my mom and dad all of a sudden here comes a large group of soldiers running thru the fields with guns. What a sight to see. I believe it was the National Guard on maneuvers. They came from the east heading west. I understand they were camped out on the property were the JCC is now located.

### **"And Now to School"**

I attended Beachwood School 1st thru 6th grades. Probably around a dozen of kids. Give or take a few Mr. Hoxter was our Superintendent - Miss. Fisher, stern and unfriendly and Mrs. Smith my favorite. Recess was playing on swings, teeter-totters or my favorite the Merry-Go-Round. These were a few favorite games played by the whole group. In the spring on a really nice day, teachers would take us out on a spring walk. We took our sack lunches and would eat in the woods, which was behind the school. We would look and find the different spring flowers that were identified but not picked. This was a special day. In the fall, we would go out and pick dried weeds that we took back to school and painted different colors for bouquets that we proudly took home to Mom. We also had bus trips to the Art Museum, Museum of Natural History and to Severance Hall. Once we took a trip to a farm that had a maple sugar bush. That was quite a tour. Took some of the raw sap back to school where we cooked it until it became syrup. Though the portion was quite small, boy was it ever good. I remember being vaccinated at Orange School. At the end of the school year we were treated to spending day at Geauga Lake. Some of the parents came along to chaperone us. A picnic was also planned. We finished our school years at Shaker Heights High School where we were treated as outsiders and known as the kids who rode "The Yellow Bus" from the farms out east. Enough said.

### **"Home Deliveries"**

Our milk was delivered by "Old Meadow," or Telling-Belle Vernon (later Belle Vernon) I believe from Novelty. Dean Dairy was also another competitor (Mayfield Road) Cleveland Heights. In those days milk was not homogenized. You always had to shake the bottle to mix the cream. In the winter the cream would freeze and rise right out of the bottle. This was always a treat if our mother didn't catch you. We also had "Star" bakery truck that would come 2 to 4 times a week. They would have pull out trays with all kinds of good stuff. My favorites were the Lady Locks and of course a variety of 5 cents small pies that were usually packed in my school lunches.

Then there was the "Victor Tea Co." which carried coffee, teas, blankets and cooking utensils. I'm still using the "Dutch Oven" pot that my Mom bought around 1940. Then, of course there was the "Fuller Brush" man to keep you supplied. Then came the "Ice Man" with blocks of ice for the icebox. This was before we got a refrigerator. We would beg for a chip of ice on hot days to suck on.

### **Mr. Ellis Hendershot**

Mr. Hendershot was my school bus driver during all my years spent in school. He was very reliable about getting his kids to school no matter what. He and his wife Cora (no children) lived on a farm west of the school on Fairmount. He would always honk the horn on the bus as he was nearing your house so you would be on your way out by the time he reached you. To this day I

can still hear it. Mr. Hendershot chewed tobacco, so the bus door was opened on a regular basis. His aim was very good. Many times he would alight from the bus with a shovel in hand to disengage us from being stuck in the snow. During these times we would hoot and cheer thinking we were not going to reach our destination (school) and during this he would vigorously dig - always freeing us much to our dismay. So with a stern look, off we went. Mr. Hendershot was an average size man, thinning hair and a gravel voice. If anybody got too rambunctious, a stern look in the rear view mirror almost always cured that. If not he would stop the bus and let the pupil (boys) walk home. Besides being the driver, he was also school custodian and grass cutter, Mr. Fix it and dressed up like Santa Claus at Christmas time. He would distribute any gifts and always white boxes filled with chunks of mouth-watering milk chocolate. He was also the custodian of the church in Beachwood.

### **Our Friends and Neighbors**

Across from 2400 lived Valentine (Val) and Bertie Yahraus and their three sons, Wilbur, Erwin, and Ray. Ray was Superintendent of Service Department for Beachwood around 1946. The Yahrauses grew creeping bent grass that was mostly sold to landscapers. They also raised chickens and sold eggs. They also had a vegetable garden so a small fruit stand was evident during the growing seasons. They had a huge sweet cherry tree in the front yard that the birds dearly loved when ripened. So to distract them, a bell was installed in the top of the tree. The string was attached to the front porch. So as soon as the dawn light began, so did the ringing of the bell. This was not particularly appreciated as my bedroom window faced the street. It was early awakening until the cherries were gone.

At 2353 Richmond Road lived John Thomson, his wife, two children Jack and Jean. Much of my free time was spent here as Jean and I were the same ages. Like I said before, bicycles were our main means of travel. If you didn't have one, you stayed home or walked. A bike was a luxury. You learned on a tricycle and graduated to a size 26 - 28. One bike was bought. That was it. You took great care of it. Being of a Scottish background, Jack was a teenager when we became interested in the bagpipes. Many times he was heard parading about the yard playing the pipes. He became a dancer, which was very strenuous. (Jack became a lifetime member of the "Kiltie Band" which performed for many occasions, parades etc.). They moved around 1945-1946.

North of the Thomsons was the Richardson family. The family consisted of the husband who worked for Acacia Country Club, a very distinguished man, his wife, two children Tony and Ruth. Tony had the greatest collection of iron toys (cars). Today a toy collector's mouth would water at the sight. After they moved, others came and went until the Knutsens bought it. My sister Fay (age 14) also worked at the Acacia serving dinners to club members. A very hard and demanding job. Across the street was Walter Kerruish, a bachelor who pretty much stayed to himself. Coming back up south at 2338 Richmond was a German couple. They too might have been Kerruishs. My sister says she remembers the man walking down Richmond Rd. with a yoke (pole) about his neck and shoulders, with two baskets attached. He would be heading for the market. Where? I don't know. This was sold to two schoolteachers, Ms. Lulu Diehl (a school was named after her in Cleveland) and Ms. Cook. I remember that they pretty much kept to themselves. They lived there quite awhile. Then back to our neck of the woods were the Varcoes, who were good friends and neighbors and worked hard on the land. First they had a horse, then a

mule and then graduated to a tractor. Also had a roadside stand where they sold grapes and vegetables.

South of home was the Giesler house. This house always had some sort of activity going on. The Gieslers were one of the first families on Richmond Rd. One of the sons, Herb, was the police Chief. Across from Gieslers, lived Nick and Pavel and his friend John. They were both, from Romania. They worked as teamsters for the Miesz family. There had been a farmhouse on the premises, but had burned before my family moved to 2406. There was still a barn and a bunkhouse where Nick and John lived. They were regular visitors at our house and many hours of idle talk would ensue. They had a little pig that followed them around like a dog. One night while they were over, their bunkhouse burned to the ground. They in turn built a shanty type house; one large room with a wood burning stove. Not long after John became ill and died of cancer. Nick continued to live there. Around 1942, a Mr. Munson raised mink on the property. Nick worked for him. This lasted a couple of years. Nick did not have any immediate family in the states. If he had a family in Romania, he never really spoke of them, so he adopted us. He and my dad worked together. My dad had his own truck and was a jack of all trades. He was never out of work, so Nick was usually with him. My dad also worked for Beachwood say, 1942 - 45. Nick was always at our house after the dinner hour. This sounds odd, he always came in thru the basement door up the stairs and always singing He-Le- Hi-Low and he sat on the stair at the landing. We had a large country kitchen and this is where we would spend most of our time. There were always friendly debates between my dad and Nick. They could take a short story and make it last the evening. Then about 10:00 he would say good-bye and head on home. The next night it started all over again. This ended when my dad died. Nick was lost. He stayed on Richmond Rd. a few more years. He later moved to a small house very near the Town hall. Until his death he worked for Beachwood. It had become his homeland.

Up from Gieslers was another farm that was no longer worked. Besides the house, barn, and outbuildings was a large granary that had been rented out to two different families. One was the Root family that consisted of husband Al, his wife and one son Al, Jr. The father worked for the railroad (engineer). They lived there quite a few years. Mr. Root drove the only Chrysler AirFlow that I ever saw. It was a car that was way ahead in time in body style. (Say 1938-39). Mrs. Root made all of the costumes for the school plays. The boy got a new bike, beautiful green, chrome, headlight and a siren. It was a Schwinn. Boy it made our tongues hang out.

On North Woodland lived the Mason Family. Their home is still standing on the south side of the road just before the road curves and dead ends. Marie Mason (widow), children Bob, Willis and Betty (who is a dear friend of mine). They were residents of Beachwood many years. Mrs. Mason was a wonderful mother. She had the air of being tough as nails, but had a soft heart. Many happy childhood days were spent there.

I also worked for the Village of Beachwood 1951-54. My job was very diversified. I did the typing, police work, filing, stencils, mimeographing etc. It was an interesting job, lot of nice people. It was like a big family. Hubert E. Johnson was my boss. A retired "Colonel, who never forgot his authority. I believe his job was "Clerk". Harry "Pop" Moyer was Building Inspector. He was already quite elderly knew his business though. A wonderful person. He and his wife were a charming and devoted couple and remained friends until they passed away. I grew up

with John Havel as the Police Chief and Tom Sexton as his right hand man. Then came Rudy "Roots" Miesz. Bud Billings and Ben Collins. They were all rookie policemen in those early years. When I married in 1964, and moved away I lost contact with many of my childhood friends. However, I will always cherish my childhood growing up in rural Beachwood.

In the summer of 1945 there was a change in ownership of Beachwood's longest running business, Eickhoff's Flowers. It was sold to Steve Gali who renamed it Gali 's Garden Center. Henry Eickhoff had two children Henry Jr. and Frank. Frank took over the business from his dad and ran the business with a lot of help from one of his daughters Sweetie until his death in 1943. Henry Sr. stepped in and ran the shop for a few years before the family decided to sell it to Gali. Both Frank and his dad served the Village of Beachwood as members of the Village Council and School Board for many years. Frank had a total of four children. Sweetie, Rosemary, Jeanette, and Loretta. It is interesting to note that Loretta married John Havel, Beachwood's long time police chief.

In April of 1945 the Village approved the Van Sweringens' plans to re-subdivide the balance of the land they owned in the village. This would allow their land to be sold in reasonable sized lots for development. However, there were several Van Sweringen streets in the Crestwood Development that had a few problems that needed resolution before anyone would be willing to buy the lots for development. Bryden Rd., from Green Rd. to Letchworth Blvd., was one of them. This was one of the dirt roads that did not have water or sewers. Bryden was in such bad shape it had to have its drainage ditches along the road cleaned and reshaped. The solution to this problem became an issue that went on for a few years. The Village was unwilling to make the improvements and finally the landowners took the improvements on themselves at their own expense, with their property assessed the cost.

In May of 1945 the Building Inspector, Charles G. Thomas informed the Village, that a family that was using it as a residence occupied the building at 25100 Kinsman Rd. The building department instructed the people to move from the premises or they would be fined because the area was not zoned for residential use. Prior to the family moving in to the building it was a gasoline station, and for many years after it was a favorite restaurant known as Jolly Jon's. Today it known as Yours Truly.

In 1945 a longtime Beachwood residents John and Helen Thomson moved out of their home and farm at 2359 Richmond Rd. to Mayfield Heights. The property was just south of George Zeiger Drive. The Thomsons had lived there since 1925. Mr. Thomson was a landscaper and well known for the high quality work that he and his team had done. The Thomsons had two children, Jean and Jack. Jean recalls with fond memories going to school in the large eight room school house on Fairmount and spending time playing with the Richardson family and the Wascko Family. Jean says that ice skating down the Richmond Rd. hill in Lyndhurst was always a fun time for the few children that lived in the area.

In that same year Colonel Edward Higbee and his new wife, Barbara, purchased the Thomson farm. He had been the Mayor of nearby Gates Mills prior to moving into the Village, had previously been married to Kate Holden and had one son named Holden. He was a decorated war hero from W.W.I and was called back into service for W.W.II. He was also the great grandson of

Edward Congress Higbee, the founder of Cleveland's once premier department store, The Higbee Company (presently Dillard's). When the Higbees bought the 90-acre farm, they renovated the house and fixed up the land so that children from all over would utilize it as a fun place for recreation. They named the farm "Fox Hollow Farm". The Higbees were a family of stature and having the farm for family and friends to admire was upheld by the Higbees as an important value. Higbee involved himself in several activities within the community: he first served on the Village Council from 1946 through 1950 and on the school board from 1950 through 1954. When Albert Ratner bought the 90-acre farm for \$90,000 in 1954, the Colonel moved with his family to Pepper Pike. He died in 1977 at the age of 80. Just as his wife was an important part of his life, so was his daughter Trew, who attended Beachwood schools from the first through sixth grades and then went on to Laurel School, a private girls school in Shaker Heights. Trew remembers playing with the Chilcote and Hanger children that grew up on Community Drive. Today, Trew lives with her family Virginia and operates a gift shop.



*Home at 2353 Richmond Rd. Approx 1940 (southeast corner of Zeiger and Richmond Rds.) before it was bought by the Higbees. The Thompson Family had previously rented the home for many years.*





*Higbee home after it was remodeled.*

In 1946 Beachwood Council faced the reality that the special assessments placed on properties with past due taxes would hinder the development of the large number of vacant lots. Under pressure from developers, the Village passed several ordinances canceling certain special assessments. Over the next few years ordinances would be passed by council canceling any special assessments levied against the properties. This would allow developers who were holding properties, such as the Van Sweringen Company, to have the ability to market their properties for a quick sale.

A change to the Village's farming community began in 1946. For many years the Matthews farm existed on Richmond Rd. where much of Science Park is today. Apparently, the Vans had bought the land in the early 1920's except for the small farmhouse that sits at 3283 Richmond Rd. Until 1946, Roy Matthews, a son of the original farmer, lived in the house. At that time the Williams bought the small parcel of land that the home was on and extensively remodeled the home. While the home appears to be a 1940 vintage bungalow, underneath it lies a farmhouse that was built in 1870.



*3283 Richmond Rd. Once the Matthews' Farm house. Built in 1870. It was remodeled in 1946 by its current owner the Williams. Photo courtesy of the William's Family.*

In addition to the changes experienced by the rural community, 1947 was a quiet year in the Village Hall for urban development. Edgar J. Ryan had earlier acquired the land known as Duffield Downs from the Van Sweringen Company and was now ready to develop the lots. Again, like most of the developers, he needed the special tax assessments removed by the Village in order to sell the lots. The special assessment that Mr. Ryan was addressing needed to be resolved before any developer would build in the Village because in many cases the assessment for past due taxes was more than the value of the property. Once again, the Village would be taking a "hit" for revenue they had not anticipated. However, with a changing view toward the future, this time it would prove to be a worthwhile step. Beachwood was already having a busy year issuing building permits for new homes. In a few years the baby boomers would be riding their bicycles on the sidewalks and in their driveways.

Beachwood would have a variety of issues to deal with as it developed into a bedroom community starting in 1948. In May the Van Sweringen Company asked that the Village re-zone the land they owned at the southeast corner of Richmond and Fairmount from residential to special use for a church. The Vans were successful in selling the property to the Catholic Diocese. However, the Village was unwilling to make the zoning change at that time. This issue would continue for many years.



*Matthews Farm House in 1999*

1948 would also be an historic year for another religious organization that wanted to build in Beachwood. Long time resident Ellis and Cora Lippert Hendershot sold their 32 acres of farmland on Fairmount Blvd. to the Euclid Avenue Temple. This organization was located for many years at E. 82nd and Euclid Ave. While the temple did not present their development plan until 1951, there was opposition to the temple from the very beginning. The Ohio Supreme Court would ultimately decide this issue several years later.

It was in 1948 that two Meadowbrook Blvd. residents, Mr. Ralph Rokoph and Dr. R.O. Turek, asked that the name of their street be changed from Meadowbrook to Ranch. Apparently one of the early plans of the Van Sweringens was to extend Meadowbrook in University Heights up past Green where Ranch is now and continue through Beachwood all the way to Chagrin Falls.

1948 also brought the start of one of Beachwood's finest community-driven programs: the Beachwood Volunteer Fire Department. Until 1948 the Village had a contract with Shaker Heights for fire service. Canterbury Golf course was paying a higher than acceptable price for fire insurance because the municipality it was located in had no fire department. After little debate it was decided that the Village would start its own volunteer fire department with the help of Shaker Heights.



*Beachwood's first fire truck was a 1917 American LaFrance that they rented from Shaker Heights..*



*Arthur Marcus, Art Rindfeisch, and Ed Adams in September of 1959 on Beachwood's first new fire truck a 1953 Ford. Photo from the Cleveland Press Collection at Cleveland State University.*

1948 also brought a bit of a humbling and tragic experience to the community, which reflected its ongoing struggle towards urban growth. Bovard Jacob, along with his wife Eleanor and their seven year old son Jeffrey, lived in a barn at 25234 Fairmount Blvd. For six months the Village had been pressuring Mr. Jacob to make the improvements to the barn he had originally promised to make or he would have to move out. The family had bought the barn six years previous with the intention of tearing down the barn and building a new home. Instead he remodeled the second floor of the barn into several bedrooms, a kitchen and a lavatory, all of which caused

further complications. Consequently, in September of 1946, R. A. Rose, the Beachwood building inspector, issued an affidavit to the Village that the work was done without a permit.

The Village and Mr. Jacob had been battling the issue for two years without progress, and both parties were bent on their own positions. Mr. Jacob felt he could do as he pleased and the Village felt the importance of enforcing their laws. Tragically overcome by the issue facing him, however, Mr. Jacob took the life of his wife, his son, and then himself on or about October 12, 1948. This barn sat where the Cleveland Hebrew School building is now located.

Tragedy was accompanied by triumph within the Village, however, as 1948 would be an historic year for Beachwood; all the eastern suburbs that the Van Sweringens had owned land in were affected by the US Supreme Court ruling that deed restrictions regarding race were unconstitutional.

A deed restriction is generally put into place by the current owner of land and is operative within a time frame. Should there be a violation of the deed restriction it is the owner's place to take legal action against the violator; governments do not enforce the restrictions. For example, if I own land and sell it with a deed restriction that the land never be used for the sale of blue cars for the next 100 years then blue cars cannot be sold on the property. If the restriction is violated it is my responsibility to ask the court to address the issue. Should I die my trust or estate would then be responsible for such action. At the same time my trust or I could waive the deed restriction and allow blue cars to be sold.

The Van Sweringens had deed restrictions on all of their residential land relative to race and religion. One stipulated that only Caucasians could reside in any of their homes. There was also an exclusion for hired help. The second required that 10 neighbors approve any potential resident who would occupy a home.

When The Vans came out of bankruptcy their goal was to sell off all the land they could and essentially go out of business. During the forties they re-divided their parcels and worked with a variety of developers to dispose of the land. At that time they did not enforce their own deed restrictions. However, developers did require that the Van Sweringen Company provide them with a release from the deed restrictions.

When the company ceased operations in the early 1950's the deed restrictions needed to have a trustee. While the deed restriction on race was legally unenforceable there were other restrictions that demanded attention. They were issues of paint colors, rooflines and use of the land. Many of the lots sold were deed restricted as to their use.

When the Van Sweringen Company went out of business the watchdog of the deeds fell into a new group known as the Van Sweringen Foundation. This consisted of three members: the mayor or some other representative of Beachwood, Shaker, and Pepper Pike. It would be these three who decided if a deed restriction would be lifted by a simple majority vote. Despite the practicality of this arrangement and the feasibility that all three would agree on how their portion of the east side would be developed, the system soon collapsed. In the 1950's there would be battles over shopping centers and traffic that would occur because of changes in the deed

restrictions. The deed restriction that required that 10 neighbors approve for one to move into a home did not go away, however, as it was not one that was enforced by the foundation.

Another a transitional year for Beachwood was 1949. The Rapid Transit Land Company's lots were selling well as the Village continued to remove special tax assessments that were placed on them. That year one of Beachwood's new and long-term leaders, Leslie and Connie Cowan, moved into their new home on East Baintree Rd. They were quick to realize that they were like many others in the community, not knowing how the government and the schools worked. Connie served for several terms on the School Board and both Connie and Leslie were instrumental in the development of the Beachwood Civic League. According to Connie, one of the nuances about living on East Baintree was the mail service. They did not have door-to door service. They had a mail box with their name on it along with others neighbors, nailed to a post at Cedar and Green Rds. much like a rural route.

The same year the Van Sweringen Company tried to finalize a settlement with the county and the villages on their entangled debts for past taxes owed. This, unfortunately, would not be settled until 1952.

The Village was now ready to enter the decade that would put it on the map as a premier bedroom community of Cuyahoga County. The next ten years Beachwood would see countless proposals for development and numerous zoning battles, many of which would be resolved in court and foster the start of their own school system.

It would also be the last decade that the Village would still be a village. By the end of the next ten years the little farming village with its eccentric group of people would become a city.

## Chapter 4

### The Schools and Canterbury Township

#### The Beginning of a New Era

Prior to Beachwood's incorporation as a village, students in the area attended two one-room schoolhouses. One was located on Kinsman Rd. in the area of Pavilion Mall and the other was on Fairmount Blvd. near Richmond Rd. where the old village hall now sits. From 1915, the date of the Village's inception, until 1927, all students used the one room schoolhouse on Fairmount at Richmond Rd.



*Beachwood's one room school house built in 1868 as part of Warrensville Township.*

In 1927 Beachwood's new eight room school house opened on Fairmount Blvd. This building is still used today for kindergarten, pre-school and the administrative offices. From 1930 until 1958 students in grades 9 through 12 attended Shaker Schools.

In 1925 Shaker refused to accept twelve "colored students" from Beachwood. This action fell in line with the type of community the Vans were developing and influencing in Shaker. Beachwood decided to build a new facility on Fairmount Blvd. and close its two older buildings. This building was known as "Beechwood School" and for many years was known as Fairmount Elementary.



*Beechwood's new eight room school house built in 1927. The building was built after a vote was taken in November of 1926 to issue bonds for \$150,000.00 for the land and construction of the building. There were 66 yes votes and 30 no votes. The architect was Mr. Arthur Barber who lived at 2463 Green Rd.*

Beachwood's high school aged students were educated by the Shaker system until the late 1950's and certain years prior they had the option to commute to Brush High in South Euclid, Cleveland Heights High, or Orange Schools. In 1938 there was a short-lived effort by some residents to close the Beachwood School and have all students attend Shaker. But, it was decided that the school would continue to operate as it had been and high school students would be given the option to attend Shaker or Brush High Schools.

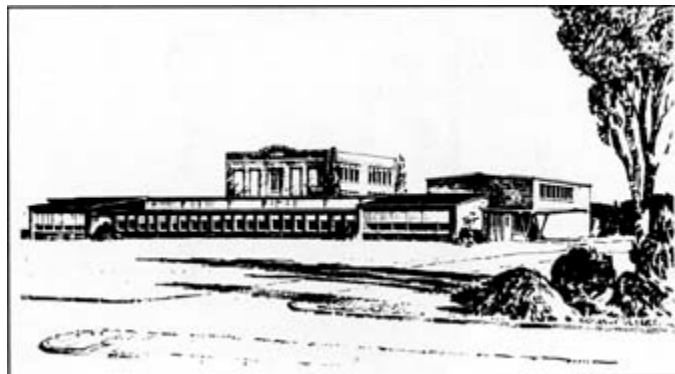


*In 1934 Beechwood Schools had one bus driven by Mr. Hendershot, who was also the school's custodian. This picture is taken in front of the Walkers house at 23600 East Baintree. Mr Walker is seeing his daughter, Dorthea, off to school. Take note of the brick road, which still exists today under the asphalt.*



Beachwood's School problems began in the mid-1950's as new housing developments began attracting more people into the Village. Shaker was also growing and this new influx of students into its school system necessitated a change. In April of 1955 Shaker Schools notified Beachwood Schools that the 1957-58 school year would be the last year they could take any Beachwood students. Many concerned members of the Beachwood community foresaw the problems that awaited Beachwood if the Village did not develop its schools. They formed the Beachwood Voters League in 1955. The group changed its make up just a bit and in April of 1956 was known as the Beachwood Civic League. Original members of this group included Don and Lois Klein, Stanley and Laura Weinberg, Harvey and Shirley Friedman, Sherman and Rodine Holander, Si and Shirley Wachsberger, Leslie and Connie Cowan, Joe and Helen Huber, Max and Betty Balkin, Leo Rattay, Sanford Likover, Bill and Florence Davis and Bernard Dryer. The League would be the primary advocate group behind the development of the school system, and the make-up of whom was elected to both the School Board and the Village Council.

The School Board proposed a bond issue in 1955 to fund construction of a new wing to be added onto the existing Fairmount School. The bond issue called for what would have been the second addition of ten classrooms to its only school. The first addition had been completed in 1952. That 1952 addition had consisted of a library, gym, five classrooms and several offices. The League did not feel another addition was the answer and proposed that land be allocated for the building of other schools in Beachwood. After a long debate School Board President C.Allen Hurt recommended that the bond issue be put on hold and a citizens advisory group be put together to make recommendations to the board. Hurt said he would allow those recommendations to stand, what ever they ended up being. Hurt had loaded the committee with people who were primarily interested in maintaining the status quo. He therefore felt confident that any progressive measures would be voted down and the original plans for the one school would stand.



After several months of discussion and debate the committee of 13 citizens took a vote on several controversial recommendations none of which the group would endorse. The committee accepted Si Wachsberger's proposal to hold an election for two separate bond issues. The first called for a \$275,000.00 allocation to build ten additional classrooms onto the existing school and the second called for \$125,000.00 to buy land to accommodate the building of two future schools. Hurt was displeased with the result but went along with the recommendation as he had promised.

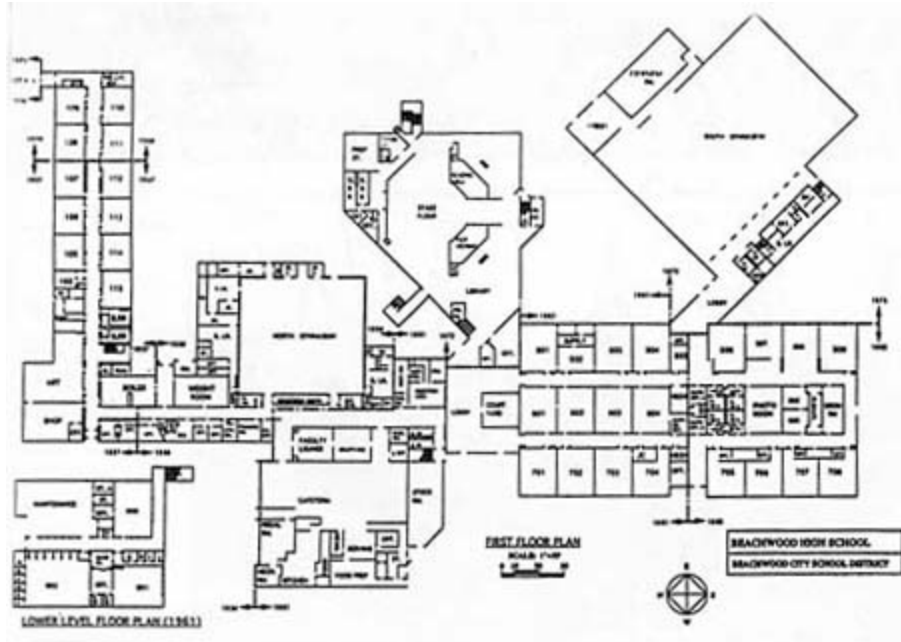
In addition to the strife associated with the school situation, City Council President Henry Hopwood, a resident of the southern part of the Village and an ally of Hurt's, also took action to slow the advancement of the progressive ideas that seemed immanent in Beachwood. In Aug. of 1955 Hopwood created a committee to look into merging the Village of Beachwood with Shaker Heights. Hopwood had the support of the Cuyahoga County School Board that saw the annexation as a final solution to the problem of transporting Beachwood High School students to the different area schools. Hopwood's committee recommended a charter amendment that would ease the process for annexation. However this change to the charter would have to be voted on by Beachwood citizens.

The month of November 1955 turned out to be a critical time in the short history of the Village. The citizens were faced with votes on the charter and the two School bond issues. The results were confusing as the charter passed (944-315) and the first bond issue for the school addition failed in a close race (701-625). But, the second bond issue calling for the purchase of land to build new elementary schools passed convincingly (1078-286). Curiously, C. W. Hurt, who had been appointed in 1949, chose to resign and moved out of the Village.

### **The Continuing Battle**

Early in 1956 both the school question and the question of annexation came to the forefront. In January a group of citizens who lived south of Fairmount Blvd. filed a petition with the Cuyahoga County Board of Education. They wanted their children to be allowed to attend the Shaker Schools. At that time Shaker schools were viewed as one of the finest educational systems in the area. The Beachwood Board also passed a resolution requesting a popular vote for another bond issue. The issue called for two identical schools, known as Hilltop and Bryden, to be built on the land voters approved to purchase. It was the School Board's opinion that progress must be made on the two school buildings if a move to the Shaker system was possible (or immanent.) then the leaders of the Shaker community heard about Beachwood's intentions, they reiterated the fact that they were no longer going to accept Beachwood students.

In 1957 the Cuyahoga County Board of Education made a strange decision. They decided that the Beachwood school district was to remain separate from the Shaker district. It is unknown why their original intentions were altered but it has been speculated that Beachwood now had a completed plan, calling for the full development of its school system. In May of 1958 a levy passed which would produce the funds for the two schools to be built. Because Beachwood had a small tax base and the number of residents were limited; one large bond issue could not be placed on the ballot to do everything they needed at once. The state had established formulas that limited the amount of dollars a community could vote ask for in a single bond levy. This was the reason they needed to have so many separate bond issues. An easy way to see this would be to look at the high school. There were four bond issues and/or sections of the school before the basic needs of a school building came together.



## The Annexation Question

As the school question was slowly being worked out, the southern Beachwood residents were still calling for annexation into Shaker. These residents, who called themselves the "South Beachwood Association," presented a petition for annexation to Shaker in August of 1956. The group claimed that it represented the best interests of everyone south of Fairmount, but it would become obvious later that they had only the interests of a few in mind.

The land in question was primarily undeveloped and Shaker saw the opportunity for development. Shaker had remained distant from Beachwood's internal problems in the past because its own school system could not handle the growth. But Shaker City Council realized this was too good to pass up and quickly accepted the Association's petition. It has been said that Shaker really wanted to acquire Beachwood for a variety of reasons, one included a place to put their trash. In fact, on many occasions Shaker and Beachwood talked about building a modern incinerator to burn trash in Beachwood.

There is also another angle to the story as to why the southerners wanted to break away and form this new township. The Village of Beachwood had a lot of restructured debt. Keep in mind that in 1940 the village restructured its 1.8 million-dollar debt remaining from the Van Sweringen improvements they had made in the 1920's. If the south broke away they would leave the debt with the northerners. Additionally, when the Van Sweringens filed bankruptcy one of the first rules made by the referee was that no taxes paid on the property would be paid to the communities until the land was sold. At this point much of the land in the south had yet to be sold by the Van Sweringen Company or the Sheriff, therefore, the taxes that were paid were accumulating in a fund. If this southern land which is where most of Beachwood's "Van" land was ended up in the new southern township the northerners would have no income from what was due them and still have the debt. If this were to happen Beachwood's northern section would not have a chance to survive nor would its neighbors be ready to acquire them.

Beachwood's leaders, including Village solicitor Mr. Walter Kelly, realized that the petition and Shaker's acceptance of it were inappropriate and took action to check the annexation. Kelly told the group that its actions did not coincide with the Village Charter and Shaker Heights was reminded that its acceptance of the petition did not meet its own Charter requirements. E. Colin Baldwin, President of the Shaker School System said he had told C. Allen Hurt of Beachwood that Shaker Schools could not handle an influx of students anything close to the size of Beachwood. Hurt was the President of the Beachwood School Board and a member of the southern group. While Shaker City hall accepted the petition and endorsed it, they asked the county commissioners to review it.

The County commissioners had yet to respond to the problem by March of 1957, but Beachwood had built a solid legal case against the annexation and was feeling confident about the pending decision. It had been widely publicized that the petition did not follow the criteria set forth in the Village Charter and the Association had lost its momentum. On March 25, sensing defeat, the Association submitted a second petition to the Board of Elections requesting the establishment of a new township called Canterbury Township. On the same day, Shaker City Council met and announced that they would need more time to make their decision regarding the annexation, and tabled the matter. The following day, county commissioner John P Curry said that the commission would wash its hands of the matter.

The Board of Elections set April 30th as the date that the southern group would be given the right to vote on establishing the new township. The Association was optimistic because it knew that the landowners in the area would be in favor of a move because of the development potential especially along Chagrin Blvd. As a new township, zoning laws would need to be established and could easily be adapted for developers. Furthermore, the Association knew that Shaker would accept them into the school system because of their small size. A move seemed imminent.

The Northerners were very much against the secession and took the matter to Common Pleas Court. They knew they could not survive on their own. On April 19<sup>th</sup> Judge J.P. Corrigan ruled in accordance with the Beachwood solicitor that "Home Rule," the Village Charter must be followed. Unfortunately, the Appeals Court ruled that the southern group could follow the State's general rule. The issue went to the Ohio Supreme Court. In March of 1958 the Supreme Court ruled that the southern group had the right to vote as a group, whether or not to secede. The election was slated for April 1958. Surprisingly, the Association had overestimated its influence in the area and the people of the southern part of Beachwood voted to remain a part of the Village. The vote was 493 against the move and 329 for the move.

Relations with Shaker remained strained throughout the period of the fifties. Back in March of 1957, Shaker had called for a dramatic increase in the cost of Beachwood fire protection. While Beachwood had a volunteer department it was dependent on Shaker for mutual aid fire protection. The two municipalities had, up until then, remained friendly about the agreement. Shaker had always charged \$2,000 a year for its fire service. But it now wanted to raise the price to \$20,000 a year and the change would go into effect in thirty days. The matter was debated and it was decided that the increase was inordinate and Shaker approved a moderate increase to \$5,000.

It took three years, but Beachwood and its schools had weathered a series of crises and had remained intact. Throughout the strife, the citizens of the Village had voted several times to remain united and had shown the resolve and determination to fund the development of a first rate school system. The proudest moment for many of the hard working residents and parents was the ground breaking in 1957 for the high school. According to long time resident and former school board member Connie Cowan this event was held on a cold November morning in the area where the schools' pool now stands.



*School Board Pres. V. Columbi Addresses Group at The High School Ground Breaking.*





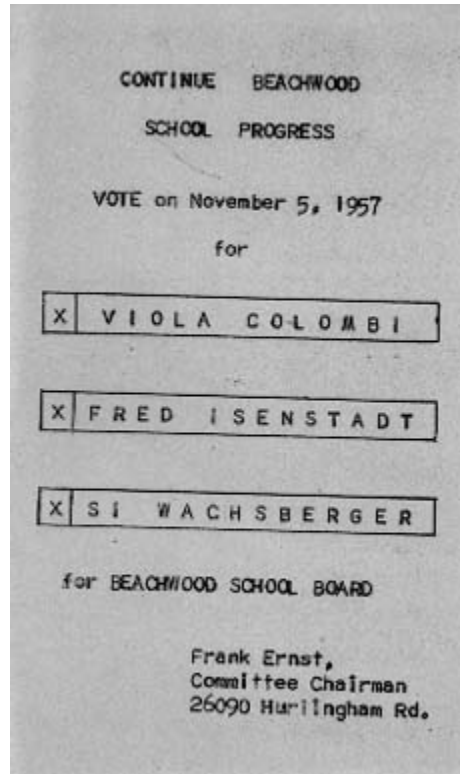
Students representing every future graduating class marched out of the Fairmount School building in a parade over to the ground breaking. If ever there was a turning point that created Beachwood's independence for growth and self-control this was it. When the high school opened in 1958 the first class group of students to use the school was the class that would graduate in 1961. The following year the next class joined students already in the building with the goal of using the building for all six upper grades. Keep in mind the middle school was not built until 1969. While the high school ground breaking was a focal point for 1957, the school system was also building Hilltop and Bryden elementary schools. Until they were done in November of 1957 and January 1958 the school board was able to rent 21 classrooms at Fairmount Temple to house the students who would normally attend those schools.

Over the years, the High School was completed and exceeded all expectations. In the 1960's both Bryden and Hilltop had additions put on them. In 1991, growth necessitated that Bryden add five new classrooms. Today Fairmount Elementary is used for the pre-school, the kindergarten and is the home for the administrative offices of the School Board. Recently there have been talks of building a new building to replace the Fairmount School.

It should also be noted that Beachwood Schools did not have a Superintendent until the time that the High School was completed. Up until that time, Beachwood school's administrative management was under the direction of an "Executive Head." The Cuyahoga County Superintendent of Schools appointed this position. It was not until July 1, 1968 that the Beachwood School Systems were allowed to break away from the Cuyahoga County Board of Education. By this time there were only seven districts remaining under the county's control.

They were Bratenahl that is now a part of the Cleveland System, Richmond Heights, Orange, Solon, Cuyahoga Heights, Independence, and Olmsted Falls.

Beachwood has had many milestones in its history. However, no one issue controlled the fate of Beachwood more than the fight for new schools and the defeat of the annexation effort.



## *Chapter 5*

### **The Birth of a Planned Community 1951-1965**

#### **Euclid Avenue Temple**

Since 1910 this Jewish synagogue or temple was located at East 82nd and Euclid Ave. As time went on, the Jewish population moved further east to two neighborhoods of Cleveland: East 105th and Superior, and East 125th and Kinsman. Many of the people who were now moving into Beachwood grew up in one of those neighborhoods. This group, under the leadership of Rabbi Barnett R. Brickner, had grown to be one of the largest reform Jewish congregations in the country. As many of their members had moved up into "The Heights," it was time for the temple to relocate closer to its members.

In December of 1951, The Euclid Avenue Temple requested a building permit to build a new temple on 32 acres on Fairmount Blvd. just east of Edgewood Rd. Ellis and Cora Hendershot had owned this land. At this point in time, there was only one religious structure in the Village - the Centenary Church next to the Village Hall, which had been built in 1884. However, in 1949, the Catholic Diocese purchased the land at the southeast corner of Richmond and Fairmount Blvd. with the intention of building a church. The Village advised the diocese that they would be denied a permit should they ask for one. This battle lasted for many years until the church ultimately sold the land.

On January 21, 1952, during a regularly scheduled meeting of the Village Council, Mayor Harvey .J Bruggemeier announced that the Euclid Avenue Temple had requested a special use permit for the construction of the Temple on Fairmount Blvd. Rabbi Brickner informed village officials that the size of the congregation peaked to 1800 families, or about 5400 people. This response gave the Village fathers a legitimate reason for concern. Imagine 1800 cars driving down Fairmount Blvd. with only a stop sign at Green Rd. Consequently, the meeting lasted several hours with many citizens voicing opposition to the plan.

On February 4, 1952, the Village Council met and presented a petition with 218 signatures against the issuance of a permit. Judge Bernon, who represented the Temple, put into writing the commitment of the Temple to never allow a rear entrance or exit for the property. The original plan called for an exit at the corner of Beachwood Blvd. And Ranch Rds. Many of the nearby residents had a concern about traffic flowing onto the side streets. This move by the Temple would hopefully put to rest as much as possible the concern about traffic for the people living on these streets. This was critical because many of those residents were Jewish. On February 18, 1952, the Village Council voted on the matter. Councilman Henry Hopwood, John W. Cronin, Arthur Zalud, Otto Knutsen Jr., and David Champion voted "no". The only one that voted "yes" was John W. Bankhurst, who lived around the corner from the site at 2595 Larchmont Rd.

In May of 1952, E. M. Elder, the Temple president, sent a letter to the members of the congregation that the Temple would file a suit against the Village. By this time, the old guard took a variety of steps to force the Temple to reconsider the move to Beachwood. At the same



cards were placed by unknown persons in mailboxes with a copy of the publication Plain Truth that said the following:

**Beachwood Citizen:**

*"The battle is on. Here is a sinister plot of those who call themselves Americans. Many of the facts stated have taken place. Others are soon to follow. Segregation is now before us. You well know its resulting facet to the children we are now raising. No longer should we sit idly by and watch our country being taken from us. Act now. Let not the Jew plan succeed. Buy nothing from a Jewish businessman. Inform your friends and write your congressmen".*

This move clearly demonstrated the anti-Semitic feeling of many of some residents. This would be the same group that would fight the newcomers to the community several years later relative to the development of the schools.

By December of 1952, the Village Council attempted to defend their view. They mailed a two-page letter to every home in the Village explaining that the reason they were opposed to issuing a permit was simply the size of the project. Their overall concern was the large number of people that would be using the facility and they also felt that they could not afford to give up the taxes that the property would pay if it were a housing development instead of a tax-exempt religious structure.

By January of 1953, the Council was deciding whether or not to appeal the decision by the Common Pleas Court that forced the Village to allow the Temple to be built. One of the Council's concerns was the amount of money it would cost to fight the battle. Clearly the Council felt it was worth spending the money because they took the matter to the County Court of Appeals. While the Council was standing its ground based on the size of the project, in June of 1953 a second Temple known as "The Suburban Temple" requested a special zoning permit to build in Beachwood. The Suburban Temple had bought land on Kinsman Rd. from the Van Sweringen Company with the intent of building a sanctuary and schoolhouse for their 250 members. At the time, the group, which had formed in 1948, had been holding its prayer services in Shaker Heights at Lomond School.

In September of 1953, there were several council meetings to discuss the Suburban Temple's plans. On September 7, 1953, one particular meeting centered on traffic concerns. Several Halburton Rd. residents were concerned about traffic exiting out of the parking lot onto their street. Others were concerned about the value of their land. At the September 14th meeting, several objections were centered on the issue of allowing Jews into the Village. Mr. Larry Bordonaro of 23580 Bryden Rd. objected to the synagogue construction because he thought the land was restricted against use by Jewish Persons. Mr. Joseph Sibert of 23581 Bryden Rd. said that he was "screened" when he purchased his lot and felt that no change in the land from residential use should be made in favor of the Suburban Temple. During this meeting, Mr. David Dietz, the Temple's Chairman of the committee for submitting the proposal reminded the Village Council that this building was being built for 391 adults and 375 children. Along with Mr. Milton Daus, also a temple representative, Dietz explained that the Temple was not soliciting new members and if they were it would require a 2/3 vote by the membership. Daus also read a letter from The Trinity Presbyterian Church, a neighbor to the Suburban Temple, which

welcomed the congregation to the neighborhood. The Trinity Church had just broken ground and had 400 members.

By the third meeting, held on September 21, Council endorsed construction of the Suburban Temple. The Council realized they were losing the battle against Fairmount Temple and knew if the issue of the size of Fairmount were really the issue, they had to allow this smaller congregation to have a place of worship in the Village.

In October of 1953, the Court of Appeals agreed with the lower court regarding Fairmount Temple's desire to build. The Village fathers were now entrenched in the issue of construction and, unwilling to surrender, took the matter to the Ohio Supreme Court. However, the Village again lost the battle. In February of 1954, the State Supreme Court ruled in favor of the Temple construction, forcing the Village to issue a building permit.

**VILLAGE OF BEACHWOOD**  
**BUILDING PERMIT**

Date: Jan. 7-55 N<sup>o</sup> 1259

In consideration of \$ 28<sup>00</sup> permission is hereby granted  
to Anshe Chesed Cong. (Builder) for: Anshe Chesed Cong. (Owner)  
to construct a: Temple Bldg on subplot no. 741-17-1-2-3  
at no: Fairmount Blvd. Cor. Edgewood in the Village of Beachwood, Ohio.  
Size of completed building to be 22.5 ft. by 50.5 ft. Est. Cost: 1,500,000  
Material and construction to be as specified in permit application.

This permit is issued subject to the terms and conditions of Ordinance No. 1940-19, passed by Council May 14, 1940, and to the term and conditions of Ordinance No. 70, the Zoning Ordinance, and its amendments. The holder of this permit is hereby advised that under the terms of Ordinance No. 70 he may not begin to build until five days after the date of this permit.

By authority of the Inspector of Buildings: A. O. Mogu  
*This permit is issued subject to satisfactory state inspections of wiring, heating, plumbing & structural Mason Engineering, assumed by the Temple*

Groundbreaking for Fairmount Temple took place on April 3, 1955, with Alfred I. Soltz, Temple president, turning the first shovel of dirt. Others involved in the festive event included Rabbi Brickner, Associate Rabbi Bernard Perelmuter, J.W. Grodin, James Miller, Emil M. Elder, Elmer Babin, William Weinberger, Myron Stanford, Eugene Bondy and Harvey Strauss. Also joining the group was Beachwood's Mayor Henry Hopwood and Dr. Harold C. Phillips of the First Baptist Church in Cleveland Heights.

### **The Birth of New Leadership in the 50's**

In 1955 Harvey Friedman, Stanley Weinberger and Sanford Likover ran for council and won. This move was very much in concert with the effort that had been going on at the School Board. It was clear that new leadership was needed in both areas if Beachwood was going to have the funds to educate its children properly, and prosper as a community. The new leadership at the

school board started in 1951 when Viola Colombi was elected followed by Connie Cowan in 1954, followed by Si Wachsberger in 1956, Fred Isenstadt in 1958, Margaret Lubin in 1960 and Sherman Hollander in 1961. When looking back on the community's history clearly these young pioneers set the foundation for the quality of life that has been built over the years in Beachwood.

As three freshman council members Friedman, Weinberger and Likover knew what changes had to be made to allow the Village to prosper. They also knew that many of their neighbors did not want them living in the community because they were Jews. However, with the support of the newly formed Voters League, (see chapter 4) their work was cut out for them. It should be noted that while many people did not want Jews in the community, there were many that embraced them with open arms and, in fact, the latter was more the rule than the exception. Stanley Weinberger served as the Chairman of the Finance Committee, Sanford Likover was the chairman of Public Works, and Harvey Friedman was appointed Chairman of Planning and Zoning.

Several years later George Zeiger would join in the leadership as the Clerk. George was Harvey Friedman's accountant and provided an excellent balance to the "new vivacious group". The hard-nosed old timers felt that Zeiger could be trusted because he was quieter and gentler than the others were.

### **Commercial Developers, Councilmen, and Lawyers.**

The first developer to present a plan for a shopping center was the Kangesser Company. Their 1951 plan was to build a strip-type shopping center on both sides of the northeast corner of Fairmount and Green Rds. The land had been zoned for commercial use. However, at the recommendation of the Regional Planning Commission, the Village rezoned it for residential use at the same time as Kangesser presented his plan. Kangesser filed suit in Common Pleas Court and lost. Up until the late 1980's, the one-room office of the Kangesser Development Company stood at that corner. The balance of the corner was developed with homes in the late 1960's.

The next major shopping center development proposal to be considered by the Village would be at the southeast corner of Cedar and Richmond. For several years the landowners and the Village Council had danced around the idea of developing the land into residential streets. However, the developer and the Village could not come to terms on who was going to pay for the construction of the streets and the installation of water lines and sewers.

In May of 1955, Attorney Jules Eshner presented a plan to council on behalf of his clients Joseph Diamond and Jacob Davidson, who envisioned a twenty-five million dollar project that would include Saks Fifth Avenue and Chandler and Rudd, a local super market know for high quality products. Then Council President Hopwood's immediate response was that the land was zoned residential and suggested to Mr. Eshler that he present his plan first to the Village's Planning and Zoning Commission, however, P&Z took no recorded action. While the southeast corner of Cedar and Green Rds. is not in Beachwood, 1955 also brought a new shopping strip to this corner. The developer was Sam Weiser and the architect was Rudolph Orgler. One of the features of the building was the plan for a second floor to be built within a few years of the

completion of the first floor. While this building is not in Beachwood, it would be the closest place to buy a quart of milk and a loaf of bread on the north side of town.



*Richmond Rd. at Cedar Rd. looking south. Approx 1957  
Photo courtesy of Beachwood City Archives*

The effort to develop shopping centers in the booming eastern suburbs was simply a race to secure agreements from major tenants for long-term leases. By this point in time, The May Company (now Kaufmann's) had just announced, with the blessings of University Heights, their plans for a four-story department store (opening late in 1956) on the southeast corner of Cedar and Warrensville Center Rds. This was just a mile and a half west of Cedar and Richmond Rds.

By January of 1956, Beachwood Village had a total of three major shopping center plans presented to the council. The first was the one at Cedar and Richmond Rds. The second was a plan by Albert Ratner and Albert Lavin to build a shopping center on Richmond Rd. on land where a second and third phase their Fairmount Park Estates is now located (the Richmond and Cardington Rds. area). The third plan was presented by Anthony Visconsi to build a shopping center on Richmond between Shaker Blvd. and South Woodland Rd. The developers were attracted to Beachwood and were confident that certain city council members would support their projects. By this time, William Shelton, an Architect, and one of the first settlers on Hurlingham Rd. had been elected to council. Mr. Shelton was very much in favor of the necessary commercial and retail development of the community.

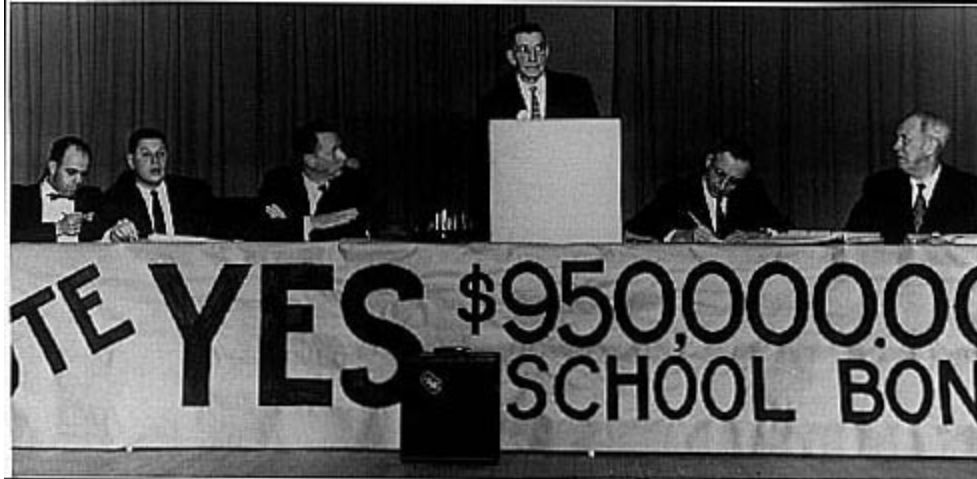
In March of 1956, the Richmond and Cedar Rds. site was sold to Albert Lavin. Other partners from time to time would include but were not limited to Milton Wolf, Max Ratner and Dominic Visconsi. The new developers were willing to give Beachwood whatever type of shopping center they wanted. At about this point in time Albert Ratner and Albert Lavin dropped their plan for a shopping center on their Fairmount Park Estates land that would soon be developed into residential housing. This site had grown to a 130-acre development. Their new plan included not only a shopping center, but also apartments and homes that would be on a new street parallel to the homes on Richmond Rd. This street was to run from Cedar Rd. to North Woodland Rd. An added feature of the shopping center was an entrance and exit onto North Woodland Rd., which at that time was not a dead-end Rd. In fact, early plans for I-271 included a bridge over the highway to allow North Woodland traffic to pass over the highway into Pepper Pike. While many Beachwood residents were supportive of the planned shopping centers, there were those

who lived near the proposed area dubbed "Beachwood Center" that believed it would attract too much traffic. At that time, of course, in all of Beachwood there was no road wider than two lanes. The major opposition came from those families on North Woodland and families living on Community Drive.



*Albert Lavin's Beachwood Center. Photo courtesy of the Estate of Albert Lavin*

While the decision on which site to endorse had to be made - the Richmond Cedar site or the Richmond site between Shaker and South Woodland - an added twist was thrown into the formula. Then Council President Henry Hopwood, who also served as Assistant Director of Public Relations for Republic Steel, was presented a plan by the steel magnate to build a research and development Center on Richmond Rd. between Chagrin and South Woodland (where Science Park is today). This 40-acre site would be another great source for increasing Beachwood's tax duplicate, which needed to grow immediately as bond issues (crucial to the development of the school district) were contingent on the size of the tax duplicate (see Chapter 5). The Village Council was ready to rezone this land that was once the Matthews farm and once owned by The Van Sweringens.



*1956 public meeting (held at Fairmount Elementary in the gym) regarding Republic Steels Plans for Richmond Rd. Left to Right: Sanford Likover, Harvey Friedman, Henry Hopwood, then Mayor Harvey Bruggemeier, Vincent Lavin and then Council President John Bankhurst. Photo taken by B. Tomsic and courtesy of the Cleveland Press Collection held at Cleveland State University.*

In May of 1956, the Village Council did rezone the land from residential to commercial with strict standards on what development would be allowed. The strict zoning rules required that the buildings not take up more than 15% of the total land available, which would insure a spacious, park-type atmosphere. Under the direction of Mayor Bruggemeier, Council held a public meeting to debate the issue. A group of residents living in the southern part of Beachwood protested the zoning changes. The group was known as the "Beachwood Property Owners Association" and was led by Mr. Peter M. Oddo of 24500 South Woodland Rd. While Republic Steel assured the concerned residents that the research & development center would not have smokestacks like a steel mill, the residents were strongly opposed to it in fear that it would someday evolve into a typical steel mill. The issue became such a battleground that Republic Steel decided to avoid the negative publicity and decide to build their research & development facility in Independence. That building is still used today by the current owner of Republic, LTV steel. Unfortunately, Beachwood would have to wait close to ten years before any other industry would locate in the Village. This was extremely devastating to a school system that badly needed an increase in tax values and revenues.

With the focus back on the two shopping center proposals the Village fathers were being pressured into making a decision. In late May of 1956, Albert Ratner, a principle owner of the land at Richmond and Cedar Rds. appeared before the Beachwood Zoning Commission requesting that the commission take the long awaited action that was necessary to rezone his land for commercial use. On September 24th, a special council meeting was held regarding the shopping center dilemma. This was a meeting filled with finger pointing and much dissension. Councilman Sanford Likover presented legislation to rezone the land in favor of the developer. Past chairman of Zoning and Planning, John W. Cronin accused Likover of working for private interests and not for what was best for Beachwood. Henry Hopwood suggested that the land that Republic wanted to build on be rezoned in case a developer came along and wanted to build an office park. He felt this would be one solution to end what was known as "spot zoning". Council made these convenient changes to one particular piece of land as a favor to developers. By the end of the meeting however, no action was taken on either development.

If the matter was not complicated enough, a new proposal for a \$15,000,000.00 shopping mart on Kinsman Rd. was announced by Leo Goldberg of Midwest Builders and his company Zehman-Wolf & Sherman Construction Co. This development would be between Green and Richmond Rds. on the north side of Kinsman Rd. The property went back anywhere from 500 to 800 feet. The plan called for two story apartment buildings, a 100,000 square foot shopping center, office buildings and a residential street in the rear of the property consisting of 78 homes. That street would be the continuation of Halburton Rd., a street that was originally planned as part of the Van Sweringen development. The lots for the homes would be 100 by 200 feet and the prices of the home were to be in the \$45,000.00 range. Dominic Visconsi and Anthony Visconsi made a second proposal for a \$5,000,000.00 shopping center on the south side of Kinsman just east of Green Rd. With these two plans being added to the list of shopping centers and the Council's concerns about the development of Kinsman Rd., they decided to ask for help from the County Planning Commission. Kinsman Rd. was viewed as the major Rd. through Beachwood, and the Village wanted it developed with some sort of a master plan. It is interesting to note that at one point in time, the Visconsi family had investments in three potential commercial sites in Beachwood: Lavin's Cedar and Richmond lot, the Richmond and Shaker site, and this location on Kinsman.

Many of the old guard wanted to continue the relationship in which Beachwood High School students attended Shaker Schools. However, Shaker had informed Beachwood in 1955 that their school system was unable to handle its own growth and, therefore, Beachwood would need to build its own high school. The old guard, generally being those south of Fairmount, knew the only way they could continue to use

Shaker Schools was to form a separate township. (See Chapter Five). If they succeeded, then the area would be developers' paradise. Under state law, a township has very little control over what is built. For that reason, the land on Kinsman Rd. was equal wager for developers, along with Cedar Rd.

In November of 1956, the council finally took action to rezone the Cedar and Richmond site. Albert Lavin stated that construction would start in 12 - 14 months. Anti-shopping center resistance started immediately. Edward Meister of 2150 Richmond Rd. called for a referendum vote by the voters of Beachwood. By March of 1957 the legal battle over the rezoning was off to a good start. Almost immediately, residents formed what was known as the "Beachwood Home Owners Association." Most of the members lived on North Woodland Rd. The leader of the group was Attorney Richard Gonda, who still lives on that street. The group had circulated petitions for voters to sign that would require a zoning vote during the November 1957 election. For the issue to reach the voters, they needed at least 10% of the citizens who had voted during the last gubernatorial election to sign the petitions. There were 2,141 Beachwood voters in the previous election. While it is believed that the group got the 10%, this issue did not get to the ballot.

There was no additional action relative to commercial zoning in 1957 until the Council heard from the Regional Planning Commission in late November. The help of the Regional Planning Commission occurred back in 1956 when freshman councilman Harvey Friedman was named chairman of the Village's Planning and Zoning Committee. At that point Beachwood had no

zoning for any commercial business. This appointment made by then mayor Harvey Bruggemeier suited Friedman perfectly. Harvey Friedman felt it was imperative that Beachwood have a plan for not only its residential development but also for apartments, shopping districts and commercial development. Having a vision far into the future Friedman called upon the Regional Planning Commission for their help. In 1957 their recommendation was complete. The south side of Chagrin should be (from Green to Richmond) office buildings, the north side should be apartment buildings, a shopping center and office buildings. The commission also supported the idea of developing Commerce Park. With this plan in place, the Village had reason to start putting into place the zoning requirements to kick-start the desperately needed tax duplicate from commercial development.

There was no immediate action on any of the proposed shopping centers. However, there was a commercial ground breaking for a building on Kinsman Rd. For the last few years there was talk of building a home for the aged by the First Catholic Slovak Ladies Union Benevolent Association. The ground breaking was held in late March of 1958 on thirty-five acres. The building was designed to house 300 residents.

In April of 1958, the Village Council was again in an uproar over several development issues. It seems that Edgar J. Ryan, a developer of homes in the Village, had approached several councilmen regarding the idea of building an apartment building and commercial complex at the southwest corner of Richmond and Kinsman Rds. that would be impossible to pass under current Beachwood zoning rules. However, Ryan was promoting the idea of voters choosing the establishment of "Canterbury Township" for the land south of Fairmount Blvd. Ryan knew that once the land was in the newly formed township, he could get away with building just about anything. This infuriated the councilmen who told him to appear at the council chambers to respond. Ryan denied it, and said he did not own any land in that area of the Village. The other issue that had the Council upset was the move by Ratner and Lavin to join forces with Visconsi to build on Richmond Rd. between Shaker and South Woodland Rds. While there was nothing wrong with this merger, it seemed odd that they would join forces. The multiple ownership of undeveloped land in Beachwood was commonplace among the Ratters, Lavins and Visconsi. It has been said that every Sunday morning this group would get together with others and set strategy for Beachwood's Development. With this new joint venture it was decided to drop the Cedar- Richmond shopping center plan and focus their efforts on the Richmond, Shaker, and South Woodland plan.

In May of 1958, the Village Council heard a request from the Jewish Community Center (JCC) to build a community center on Fairmount just west of the city hall on eight acres it owned. Though this plan did not have much of a life to it, the JCC ultimately built its new facility the following year on Mayfield Rd. east of Taylor Rd.

Realizing that Beachwood needed to have zoning laws for what would be an acceptable office building on Chagrin Blvd. and sections of Richmond Rd., a new ordinance allowing for small office buildings that did not take up more than 15% of the land was passed in August of 1958. Then, in November of 1958, Zehman - Wolf asked that there land on Kinsman Rd. between Green and Richmond Rds. be rezoned for apartments and small office buildings. Zehman-Wolf



knew they could get the plan approved if they left out any plans for a shopping center because the regional planners believed the best location for the shopping center was at the Visconsi site.

While all this planning was underway for Kinsman Rd. clearly the look of Kinsman Rd. was changing. Just 10 years earlier, the road was lined with about a dozen older farmhouses. There were only a few businesses with a sense of history to them on Kinsman, such as Eickoff Flowers, which had been at that location since 1914 and is now known as Gali Flowers. The gas station run by Mel Lindquist on the northwest corner of Green and Kinsman Rds. and the Green Acres Tavern, which was just west of the gas station also comprised the sparse business population. At the east end of Kinsman Rd. was Jim and Mary's Tavern with a gas station on the northeast corner of Kinsman and Richmond Rds. And probably the most popular place to be in Beachwood was Jolly Jon's Drive In Restaurant, which is now called Yours Truly.

While the look of Kinsman Rd. was changing, the road and land beside it was lacking two important factors, sewer installation and street expansion. Until the decision in 1958 to install sewers, Kinsman Rd. like many of the older streets of Beachwood utilized septic tanks for sewage and wells for water. Unfortunately, the dire need for wider streets would not happen for another thirty years.

In November of 1958, the Van Sweringen Company announced a public land auction scheduled for December 19th of that year. Its projected success was perhaps linked to the highly successful 1952 auction held by the sheriff to sell smaller lots that belonged to the Van Sweringen Company (discussed later in this chapter under residential growth). The back taxes on the land they owned amounted to \$1,556,257.51. As part of the bankruptcy agreement, Beachwood was to receive 60% of the selling price on each parcel to cover the back taxes. This auction was the final attempt the Van Sweringen Company would have before surrendering the land to the County Sheriff for disposal on behalf of the bondholders. The bankruptcy court named National City Bank as the trustee for more than 1300 bondholders.

The auction was held as scheduled, however, there were no bidders. Several of the parcels were withdrawn prior to the sale as part of the bankruptcy agreement. A subsequent auction held on January 23 was just as bad. There was only one offer and it was rejected. In April of 1959, the Van Sweringen Company sold to Central Motors Corporation the last 170 acres of land located in both Beachwood and Pepper Pike. It was between Richmond and Brainard Rds. and Kinsman and South Woodland Rds. The owners of Central Motors, the Porter's have over the years made several attempts to develop this land for commercial use. However the leadership of Pepper Pike has refused to rezone the land and that refusal has resulted in a legal battle between that city and the developer. This was finally decided in 1996 with the courts ruling in favor of the city of Pepper Pike for 2.5 units per acre.

Highlights of the 1958 Annual Report to the citizens of Beachwood included:

- 167 building permits were issued
- The estimated population is 4875
- A home valued at \$10,000 paid \$363.00 based on a rate of \$36.30 per \$1000.00 compared to the rate of \$25.70 in 1955.

- All bonds owned from the \$1,812,249 owed from the refinancing of the villages debt from 1940 was retired in 1958 12 years early. The Village was now debt free.
- The volunteer fire department responded to 77 calls

In December of 1959, the Village Council invested in its own land needs. It exercised an option to purchase seven acres of land, located behind the current Village Hall, for future use. Albert Lavin, Frank Feingold and Sam Miller owned the land. The Village realized it would soon be without space for further development and needed to plan for the future. This move was made after some deliberation about prospective sites for a future City Hall. One attractive location included the land on the West Side of Richmond Rd. between Shaker and South Woodland Rds, which would also be to accommodate the police and fire departments.

In 1959, a major change would occur as the last chapter of the Van Sweringen Company's efforts to go out of business once it sold all its lots and paid all its tax obligations. Knowing that their company would fully cease operation in a few years, the Van Sweringen Company turned over control of its own deed restrictions to a newly formed foundation known as the Van Sweringen Foundation. The foundation was formed for the purpose of perpetuating the deed restrictions. The foundation was also the holder of unsold shares of stock of the Van Sweringen Company. Articles of incorporation provided that the mayors of Shaker Heights, Beachwood, and Pepper Pike would be trustees, or any other person that they might designate. The Mayor of Pepper Pike, John Homchis Jr., was elected foundation chairman. This foundation would be the controlling group, or at the time thought of as the controlling group, over the deed restrictions. These three men had the ultimate say over whether land with deed restrictions limiting its use solely for single family homes could be changed to allow the land to be used for commercial development. In the next few years this foundation would find itself in the newspapers and in the courts on a regular basis. It should also be noted that the trustees served without pay.

While there was still no commercial construction and no rezoning yet on the Visconsi land at South Woodland and Richmond Rds. in 1959 plans, were put into place to develop what we know today as Commerce Park. The planned 200-acre industrial park was the brainchild of Councilman Harvey Friedman, School Board member Sherman Hollander, and Councilman and past Mayor Henry Hopwood. In lieu of letting the valuable land be built up one piece at a time, all of the land, which belonged to numerous owners, including the City of Cleveland, was rezoned as a whole for light manufacturing and warehousing. Retail sales would be prohibited. Under the plan, a building on 3 to 3.9 acres may use up to 25% of the land, 4 to 4.9 acres could use 28% of the land, 5 to 5.9 acres could use 31%, 6 to 6.9% could use 34%, and 7 acres or more could use up to 35%. At least 5% of all the land had to be landscaped. It would take several years for the park to become a reality because the land had so many owners. Commerce Park became a reality in August of 1962 when council approved the zoning change known as ordinance 1962-112. At the time the rezoning was approved the landowners had been consolidated to include; Rhoda and Joe Siegal, James and Lena Anderson, Harry and Eisele Pollock, William and Aileen Brew, Anthony and Pauline Visconsi, and Henry and Freida Miesz. While Mercantile Rd. was the first Rd., Commerce Park Rd. quickly followed. Highpoint was added in the fall of 1973.

While 1959 was a quiet year for commercial development, the 1960's would be turbulent with the Village becoming a city as its population grew to exceed 5000 residents. 1959 also brought a

change that was spearheaded by the City of Shaker Heights. Kinsman Roads name was changed to Chagrin Blvd. The City of Cleveland was having a problem with increased crime on their portion of Kinsman Rd. Shaker wanted to avoid any negative publicity and decided to change the name of the road to Chagrin Blvd. because the road did lead east to the Village of Chagrin Falls. This angered many of the African Americans living in Woodmere. Chagrin Falls over the years had been known to be an anti Black community and in the 1930's was a regular meeting place for the KKK.

In January of 1960, Beachwood Council reviewed a revised plan for Visconsi's shopping center at the Richmond & Shaker site. The plan now amounted to \$10,000,000.00 and included a commitment from Halle Bros. Department Store to build a full line store. At the time, Halle Bros. had a small East Side location on the southwest corner of Cedar and Warrensville Center Rds. and had made a commitment to build a store at the new Severance Shopping Mall located in Cleveland Heights. Halle's was a Cleveland landmark department store with its main store being located at 1220 Euclid Ave. in downtown Cleveland. The plan shown to the council members also included the Shaker Rapid Transit System. In the 1960's, there was a short-lived dream that the Shaker Rapid would be extended from its current East End at Green Rd. out to the Brainard Circle in Pepper Pike. While there were many who wanted to see this happen, the Shaker Rapid was starting to see a decline in ridership, and since 1944 it was owned by the City of Shaker Heights, who was unwilling to put additional money into the Rapid. In fact, the Shaker Rapid did not see much money put into it until it was totally overhauled in 1981, when it became part of the new regional transit authority.

In February of 1960, while the Council was reviewing the revised Visconsi plans, attorneys Jules Eshner and Ivan Miller obtained a temporary restraining order banning the Van Sweringen Companies from changing the deed restrictions on the property they had sold to Visconsi and his partners. The attorneys represented the Beachwood Home Owners Association. Stanley Busch, president of the group, read a statement at a February Council meeting stating that his group represented over 300 residents and they "categorically oppose" any rezoning by the Village.



*1962 Site of proposed Shopping center on Richmond Rd. and South Woodland Courtesy of the Cleveland Press Collection held at Cleveland State University*

In April of 1960, Common Pleas Judge Merle Hoddinotts heard the case filed against the Van Sweringen Company and the developers. The issue at hand was whether the Van Sweringen Company, who was the seller of their land to the developer, or the new developer Visconsi, Lavin and Ratner, could change the deed restrictions on the land. Marion Risman, 26581 Shaker Blvd., Stanley Busch, 26690 Hendon, and Herbert I. Merlin, 24561 S. Woodland filed this case. The case was heard as the result of the restraining order that was earlier requested by the homeowners Association and had an interesting twist from the first day it was in court. The defense, under the direction of attorney Roland Baskin, quickly pointed out to the court that Stanley Busch was a cousin of Sidney Zehman, who was a developer with a conflicting interest in building a shopping center on Chagrin.

April also brought yet another short-lived shopping center contender. Frank Porter, president of VanEst Corporation, planned a 10 to 15 Million Dollar shopping center on the land that borders Kinsman to South Woodland Rds. and Brainard to the proposed location of the new Super-highway now known as I-271. While this land was in Pepper Pike, it would have as equal an effect on Beachwood, as Beachwood's shopping centers would on Pepper Pike. The plan, however, was quickly withdrawn because the opposition from Pepper Pike residents was heavy. This land continues to be undeveloped, including two eroded overgrown streets put in by the Van Sweringens. (See aerial photo in Chapter 2).

In June of 1960, more than 500 people jammed the Fairmount School Gym for a court ordered meeting to debate the issue of rezoning the land at Richmond and South Woodland. While the group was somewhat calm, battles exploded between Mayor Hlavin, who supported the issue, and Stanley Busch, who opposed the issue. Busch claimed that over 300 people had signed petitions opposing the shopping center. Busch further said that the group he represents "relied on the deed restriction and the zoning that called for single family homes" and he ended his argument by saying that the courts would decide the matter. Joseph E. Lynch, 24613 Wimbledon, told the group "I live closer than any of the members of the Beachwood Homeowners Association whoever they are. I have three small children. We would like to keep our standards up in the public schools even though we send our children to St. Dominic's." Citizens supporting the construction summarized the problems at hand. After many years, Lavin and others had wanted land at Cedar and Richmond rezoned. Now that it was, there was no shopping center. Citizen opposition had forced Republic Steel to withdraw their plans to build on Richmond Rd. eight years prior. Five years ago Halle Bros. and Visconsi asked for rezoning to bring a shopping center to the area. The pro-shopping center group believed that industry and commerce, retail or wholesale, was badly needed to support the schools and the increasing costs required to keep the growing city in good order. Hlavin reminded the group that the City had been living off of income for the last few years that had come from old tax revenues collected as the Van Sweringen Company sold its properties. That was about to end and an increase in the value of the land was needed from either the homeowners or from non-residential development. Si Wachsberger, a school board member, confessed his hesitance to appear at the rezoning meeting, but disclosed "I cannot sit by. I cannot overemphasize the needs of our Schools. We have no frills." On this note, the hearing ended with council going back to the crowded City Hall, where it voted to rezone the land. It was clear that the Village was taking the action needed.

Council had rezoned the land and the court had not yet ruled on the issue of lifting the deed restrictions, when a second suit was filed by Mr. Anthony Williot of 26131 Shaker Blvd. Williot, who was also represented by Attorney Jules Eshner, filed suit against the city for rezoning the land. Not only was the city now entangled in this legal matter, but also the Village of Pepper Pike went on record in opposition to the plan. Finally, in August of 1960, Judge Hodinott denied the injunction to stop the Van Sweringen Co. from lifting the deed restrictions, thus permitting the commercial development to move ahead. Stanley Bush's response was that his group would continue its fight indefinitely.

While 1961 was coming to an end with no resolution to the shopping center dilemma, Beachwood was making some headway in its desire to develop the Chagrin Blvd. corridor as a commercial-light industry zone. There had been negotiations with many of the landowners - including the City of Cleveland - regarding the land needed for Commerce Park. Cleveland owned a tract of land that spanned Chagrin Blvd. through the Sunny Acres Hospital area, roughly at the current location of Mercantile Rd. In the early 1900's a train ran up the tracks to the hospital from Kinsman. Cleveland recognized the land's value and played hard ball on selling it. Beachwood also rezoned the land between Green and Old Green Rd. for two story apartment buildings developed by L.M. Gunderson. There was little opposition to this change.

1961 also was the start of what would be Beachwood's first modern light industry building and the year Beachwood's first office building was built. Beachwood Schools sold 18.2 acres of land on Richmond Rd., just north of Chagrin Blvd. next to the phone company building. The buyer was Gilmore Industries, which was started with \$150.00 in capital nine years earlier by G.E. Geronomi and Richard Carleton, Jr. The firm anticipated sales in 1962 to be \$2,500,000. The company did research work in instruments and weighing equipment relative to the jet engine industry. The building, which consisted of 30,000 square feet all on one floor, remained there until the 1980's when it was razed for construction of a new multi-tenant office park known as Corporate Park. Beachwood's first Chagrin Blvd. office building was also given the green light. Located just west of the water tower, L.N. Gunderson built Beachwood's first office building.



*Beachwood's first modern commercial structure. Gilmore Industries located at 3355 Richmond Rd. Photo Courtesy of the Cleveland Press Collection held at Cleveland State University*

In January of 1961, The Heights Sun Press, a local weekly newspaper, took a survey of Beachwood residents. The headlines of the January 12th Edition read, "Poll of 100 Shows Beachwood Widely Split on Shopping Center" The survey indicated that 42 favored it, 29 were against, and the balance had mixed views. The issue of the shopping center at Richmond and South Woodland was now in its third year. Unfortunately, a solution was far from over. In February of 1961 W. J. Best, Shaker's representative to the Van Sweringen Foundation, was on record as opposing the center. The Van Sweringen Foundation would have to be the overriding body to lift the deed restrictions at the request of the Van Sweringen Company who had sold the land. Keep in mind that the Van Sweringen Company was just about out of business and the Foundation was set up to be the keeper of the deed restrictions. At the same time the Foundation also owned the majority of the company's own stock. Therefore, the controlling decision was clearly in the hands of the Foundation's trustees. This was trouble for the developer. There was an unwritten agreement among the three municipalities that none of them would oppose the lifting of a deed restriction in either of the other corresponding communities. Clearly, Pepper Pike and its representative James B. Lewis were opposed because they did not want the traffic in their bordering community. When the official vote was taken, the only one of three representatives who voted to lift the deed restrictions was Beachwood's representative John B. Mullaney.

In August of 1961, under the direction of Shaker Heights' former law director Ralph Jones, W.J. Best was replaced by Meyer T. Wolpaw as Shaker's Representative and proxy voter for John Hecker of 18928 Winslow Rd. Hecker was a holder of 37% of the stock in the Van Sweringen Company. This action did not sit well with the members of Shaker City Council, who believed that their mayor, Wilson G. Stapleton, forced the removal under pressure from Beachwood. About the same time, Judge Hover ruled that the Beachwood City Council had the right to rezone the land. While these two suits were decided, they were also appealed. This process only lengthened the long-awaited need for a shopping center. At this point, Beachwood had over 5000 people but no stores where they could buy a quart of milk or a loaf of bread.

In October of 1961, Council received a revised, smaller plan from Albert Lavin regarding the use of some of the land at Cedar and Richmond Rds. Lavin's new plan called for the use of ninety-five acres for a small shopping center that included a bank and medical offices. Council gave Lavin approval for the construction of a one-story bank building. The approval came; however, with a few deed restrictions to put to rest the fears brought by the residents of Community Drive. Those deed restrictions required that the building of any structure on the property be of the same architectural look as the homes on Cedar Rd. and Community Dr. the building was the home of Beachwood Savings and Loan, a bank that Lavin had started. There were several additions to the building and over time this development would be known as La Place.

In January of 1962, the Court of Appeals ruled that the Van Sweringen Company had the right to lift the deed restrictions. While the Van Sweringen Company was ready to lift the deed restrictions, the appeal on whether or not the city could rezone the land had not yet been heard. By May of 1962, an added suit was filed on behalf of Seymour Berger, Charlotte Pearlman and the Beachwood Homeowners Association. The suit sought to stop the lifting of the deed restrictions based on the following conspiracy charge: Beachwood and Shaker Heights officials purportedly conspired to replace W. J. Best because of his decision to vote against the deed

restrictions as the representative of Shaker Heights serving on the Van Sweringen Company's Board. This case was not heard until October of 1962. Best testified that Mayor Stapleton pressured him to change his vote and recalled, under oath, that Stapleton disclosed to him, "I am on the hook" concerning the agreement not to object to another member's plans. "I don't care if Beachwood wants to build a pig pen out there." Stapleton said he did not recall ever making those statements. This case took two weeks to be heard. The Judge was Common Pleas Judge Warren C. Young who was a visiting judge from Lebanon, Ohio.

While this case was pending, Albert Lavin was not sitting idly by. In April of 1962, he proposed the construction of Tudor-style townhouses on his property on the north side of Fairmount Rd. between the church and Fairmount School. At the same time he asked for the approval to construct three high rise apartment buildings, a convenience store and 151 homes on the land at Cedar and Richmond Rds. It seemed that by 1962 every feasible plan for Cedar and Richmond Rds. had been proposed. These and other plans would have to wait. Beachwood City Council was waiting for the outcome of the current conspiracy suit against them and was unable to focus on any other matter.

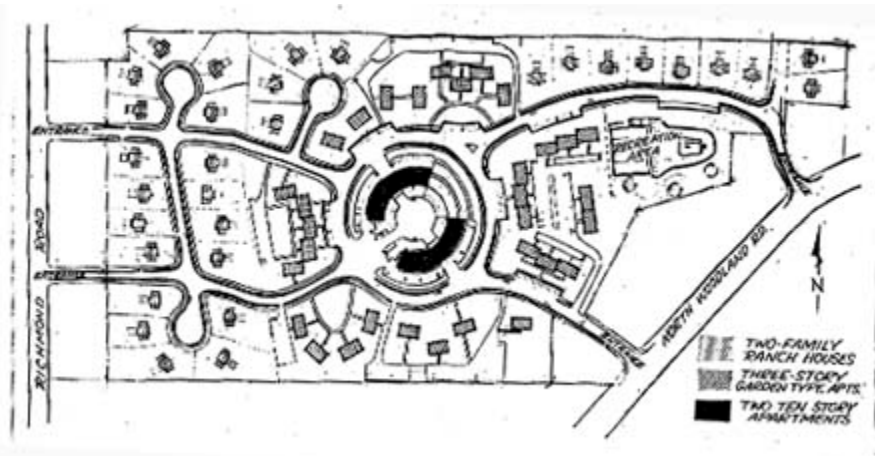
However, there was a project that Beachwood could focus on: Commerce Park. This crucial development would bring Beachwood the long awaited increase in the tax duplicate that was necessary to provide its residents with the city services they needed. There were several key players from Beachwood's civic leadership that made Commerce Park a reality, including former Mayors Henry Hopwood and Harvey Friedman. However, the man who made it all happen and worked relentlessly was school board member Sherman Hollander, a real estate attorney and president of his own title company. Hollander worked to track down several landowners that did not live in the area and also did all of the negotiating with the City of Cleveland for the land they owned. This project was no easy feat. Typically, he also turned down any payment from the city for his work. He said his pay would be the pleasure of seeing the tax base of Beachwood increased. One of the first businesses planned for the park was Old Meadow Dairy, though for some unknown reason this did not materialize. The first business in Commerce Park was the Reed Cromex Corporation.

In the year 1962 a landmark building came down. While it was a landmark, it was also an eyesore. As previously mentioned, the corner of Chagrin and Richmond Rds was the home of an old style outdoor gas station and restaurant. The building was in such bad repair that the building inspector condemned it. Mayor Zeiger was concerned that the eyesore would be a deterrent to potential companies being courted to move into Commerce Park. By the end of 1962 an agreement was made to raze the building and construct a new Standard Oil gas station along with a separate building that would house a restaurant. The destruction of the building was left to the Beachwood Volunteer Fire Department as a practice exercise. That restaurant now known as Charlie's Crab was first known as the Green Turtle.



*Once the unofficial center of town and favorite watering hole located on the northeast corner of Chagrin and Richmond Rds. Courtesy of The Cleveland Press Collection held at Cleveland State University*

The summer of 1962 brought an outpouring of plans for over 5000 apartment suites. (The city plan was looking to end up with around 900.) One of those plans was from developer William Nudelman. Nudelman had a six-month option to purchase land just north of North Woodland and east of Richmond Rd. His plan included two ten-story crescent shaped apartment buildings and 34 three-story garden apartment buildings. Beachwood's new mayor, George Zeiger, was very upset with Nudelman over two issues. The first was the fact that Nudelman went to the council before presenting the plan to his office. The second and more relevant to the running of a city was the issue that the site was not conducive to this type of development. Due to the Mayor and others council members dislike for the plan, Nudelman did not want to spend his dollars fighting the issue and decided to develop parts of the west side community of Fairview Park.



*Original plan of Nudelman's for the land now occupied by part of "The Village" Development.*

An additional plan was presented by George Gall to build a complex of 12 story apartment buildings on the 40 acres that Republic Steel was going to develop ten years earlier. This proposal went no further than being presented to council.

In March of 1963, the Court of Appeals voted in favor of the Beachwood Home Owners Association that the city's ordinance rezoning the land was void and of no legal use. While the city's fathers knew they had to continue on with other rezoning issues, they appealed this issue to the Ohio Supreme Court. The City clearly felt it was in their right to rezone land. They approached this matter with as much vigor as a very different council had fought 10 years earlier to stop the rezoning for Fairmount Temple.

In April of 1963, the Council approved the construction of several smaller office buildings on Chagrin Blvd. and in April endorsed the rezoning of land on Cedar Rd. into a new classification



known as U-3A, which would allow for high rise apartment buildings. Council was not unanimous on their vote for this change. Councilmen Hlavin and Hopwood, also past mayors, voted against it. Hopwood maintained:

"We are completely out of step with the concepts that went into the development of Beachwood. Under the Van Sweringen provisions it was never planned to be anything but a community of single family homes with a few buildings that were necessary. It is only in the last two years that I have seen a movement to make this another Bronx. To conceive a high-rise apartment building here is an affront to the people of this community, including myself." Interestingly, this land was not part of the Van Sweringens development.

Mayor Zeiger responded with: "We have lived in a horse and buggy era long enough and it is time we take some modern steps. I do not think high-rise apartments are a fad. Such units are all over the place. If this is progress I see no problem with it."

At the same council meeting approval was given to establish a zoning classification known as U-9. This would allow for hotels, motels, drive-in restaurants and service stations.

Finally, in May of 1963, Common Pleas Judge Warren C. Young ruled against Lavin and Visconsi preventing them from using the property at Richmond and South Woodland for anything other than single family private residence. The Judge's findings stated that: "To know that the Van Sweringen Company, through its trustees to negate the bond made with these purchasers in order to permit more recent purchasers to build any type of commercial establishment, even though such an installation would benefit other persons many blocks away, taxes must certainly shock the conscience of the chancellor to such an extent that it cannot be allowed."

This was thought to be putting a final blow to the planned shopping center at the Richmond, Shaker and South Woodland Rd. locations. By this time Severance Shopping Center was planning their grand opening, The May Co. store in University Heights was open, and Eastgate and Golden Gate in Mayfield Heights were thriving. The need for a regional shopping mall had diminished for a time as the residents of Beachwood, like residents of other cities, were gaining increased mobility with the popularity of the two-car household.

The Richmond, South Woodland Shopping center issue came to rest in 1964 when the Ohio Supreme Court ruled that "The lower courts could not usurp the legislative function and substitute its judgment for that of council." This ruling made in March of 1964, simply meant that the City could in fact zone the land as they saw fit. The second case however decided by the appellate courts in July of 1964 favored the plaintiff. This was the other case that was filed against the developers and the Van Sweringen Company, which claimed that the owners could not lift the deed restrictions. In this case the three appellate judges, J.P. Corrigan, Joseph Sibert, and Joseph Artl voted for the plaintiffs. Their ruling stated that the restrictions contained in all deeds and imposed upon all properties in the area affected be declared binding. This put to an end, once and for all, the four-year battle that had transpired to try to rezone the land. This action

left the city stuck in a spot. While they had Commerce Park developing, they were looking forward to the quick increase in tax value this large shopping complex would have provided.

At the same time, knowing all their eggs should not have been in one basket, Lavin and his partners pushed for approval to build apartment buildings on Cedar Rd. on their newly rezoned land. This development ultimately became known as the Mark IV, and is currently known as the Hampton's.

There was one issue that stood in the way of this development's fruition. With a high-risk rating and a high price for fire insurance, a municipality could not have apartment buildings over a specific height without having the proper fire equipment needed in case of a fire emergency. Committed to building the apartments, Albert Lavin funded a major portion of the cost for the community's first new ladder fire truck. This would be the city's first aerial ladder and fire-fighting equipment since the purchase of the Ford pumper in 1953. Finally in August of 1963, Lavin received the approval to build his apartments, and in 1966 the city's first ladder truck went into service. It was nearly eight years since Lavin had bought the land and was finally building something on it that had been a part of his original plans.

Chagrin Blvd. saw the addition of a second nursing home in October of 1963 just west of the first one built several years earlier by the First Catholic Slovak Ladies Union Benevolent Association. This nursing home was known as Beach Haven. Clearly Chagrin was becoming the center of Beachwood's commercial development.

The next major non-residential issue for Beachwood in 1964 would be the move to annex 67 acres that were in Pepper Pike. This land ran from Cedar Rd. to Fairmount Blvd. between the former east border and the new state highway. While the Jewish Welfare Federation wanted to buy the land to build a nursing home, Pepper Pike was unwilling to rezone the land. There were eleven registered voters living on the land. Eight of them agreed to sign a petition asking to be annexed to Beachwood. They knew if they were going to sell the land to the Jewish Federation, this action was necessary. Pepper Pike attempted to fight the issue, but by law it could not be stopped. Pepper Pike also picked up a piece of land in this boarder change. Beachwood allowed a portion of Porters property east of I-271 behind the Village shopping center that had been in Beachwood to become part of Pepper Pike. This transition took yet another year to be resolved and was completed by the end of 1965.

In the fall of 1964, Carl Milstein presented council with plans for a 20-story multiple use building on Chagrin Blvd. (formerly known as Kinsman Rd.) and Green Rd. The high-rise was envisioned to have offices, convenient stores and apartment buildings. Council did not accept this plan because they were concerned that there would again be too many apartments in the City.

By 1964, Beachwood's Chagrin Blvd. was continuing to develop with smaller office buildings and several small apartment buildings between Green and Warrensville Center Rds. One of these buildings was the new corporate office of Leaseway Transportation, which had become a long-time corporate leader in the Beachwood Community. Many years later it built a newer office

building on Park East. Leaseway's Corporate offices stayed in Beachwood until the mid 1990's when they were acquired by Penske Trucking.

In 1965, Beachwood's commercial development took on an unexpected new tenant. Telerama, a forerunner to today's Cable TV, came to Beachwood. Telerama provided a cable networks to Warrensville Heights, Shaker Heights and parts of Beachwood. Their offices were located on Mercantile just south of Chagrin Blvd.

### **The Residential Side of the Baby Boomers Bedroom Community**

In 1950, Beachwood's residential development was in full swing. Developers had essentially come from everywhere to take advantage of the opportunity. For the most part, new homes were being built on a variety of lots on existing streets, though new developments did not happen for several years. For many of the homebuilders, this would be their first venture into the trade. Many of them were the same young age as the homebuyers and many of the lots they bought were the results of a variety of bankruptcies due to the Depression. The largest sale of lots in any wholesale format would happen two years later when the Van Sweringen Company liquidated their lots through a sheriff sale.

In 1951 Beachwood was paving Edgehill Rd., one of the last streets planned by The Rapid Transit Land Co. Twenty-four of the thirty three lots had been acquired by Archie Drost, one of Beachwood's long term developers who developed many streets in Beachwood. The last street to be paved that belonged to the Rapid Transit Land Company was Halcyon, which would not be paved until the mid 1960's. It should be re-emphasized however, that these streets were originally constructed in the late 1920's.

Streets such as Greenlawn, Isabelle (now called Wendover) and Woodway were being reconditioned and the lot sizes were being changed. The developers of these streets included Cohen and Copelin, Finegold, Marvin Helf, R.C. Hummer and the Sunshine Land Co., which was a part of the Forest City Lumber Company. One of the issues the Village and the developers would have to resolve, besides the issue of the lot sizes, were the sewers. Greenlawn, Woodway and Isabele had no sewers. After months of debates, the Village paid to install them and assessed the landowners upon the sale of the lots. It was about this time that Isabelle Ave was changed to Wendover and East Scarborough was changed to Timberlane. It is said that the reason Isabelle was changed was because future Police Chief Sexton felt uncomfortable calling in on the police radio stating that he was "on Isabelle." The name Wendover was picked because then councilman and future Mayor Vincent Hlavin had served at an Air base called Wendover and he had fond memories of the base. Therefore the name sounded good enough to the rest of council and the change was made. It can be assumed that East Scarborough was changed in so it would not be confused with a street with the same name in Cleveland Heights. With all of these new streets starting to show signs of serious housing construction the Village needed to increase it's police department staffing from three to five officers. In 1952 Beachwood hired two new police officers, they were Ben Collins and Bud Billings. Ben went on to be the Chief of Police in the 1970's. Bud was injured in an accident while on duty in the early 1960's. Because of his injuries he was unable to continue as a police officer, and he was appointed Beachwood's first fire inspector.



*Taken 1954 Top row Left to right; Tom Sexton, then police Chief John Havel, Rudy Meisz, Sitting left to right Bud Billings and Ben Collins. These five men compiled 100% of the Beachwood Police Department's full time staff.  
Photo courtesy of Myrle Wascko Tresney.*

In 1952 a settlement was reached on how the land that was still owned by the Van Sweringens would be sold. Keep in mind that the court had ordered as part of their bankruptcy agreement that the company needed to sell off all of its land, and then go out of business. However, at the end of 1952, the Van Sweringen Land Company still had 2300 residential lots to sell in Shaker Heights, Pepper Pike, University Heights, Hunting Valley, Gates Mills and Beachwood. While this might seem like an outrageous number of lots, at the beginning of the bankruptcy (in 1937) they owned 7684 lots. Of the 2300, 900 were in Shaker and 400 were in Beachwood. The settlement called for the company to sell off the land and, if it was not done in ample time to please the municipalities, then the Sheriff would sell the land. The municipalities were anxious to sell the land because a portion of the proceeds went to each city or village. They were in most cases, single lots and not part of a major tract of land.

The sale, however, would be delayed until 1954 because Shaker Heights decided to force the Van Sweringens' Company to increase the percentage that the City would receive from the sale. The agreement was that Shaker would receive 60% of the proceeds. The new agreement forced by Shaker allowed them to receive 65% of the proceeds from each lot sold. In exchange for this, Shaker City Council allowed the land west of Warrensville, where most of the vacant lots in Shaker were, to be rezoned from 2 story to 1-1/2 story. Rezoning would allow the lots to sell quicker as many new homeowners wanted to build split-level homes. An additional issue that delayed the sale was the re-institution of a covenant by the Van Sweringen Company to require approval of five of the closest homeowners of a prospective buyer. When Shaker's Councilman Wilson G. Stapleton heard of such practices, he demanded the Van Sweringen Company cease such a motion immediately. The company, however, claimed it was pressured by the city to re-

institute the policy. Shaker quickly passed a resolution that excluded the policy from being practiced.

While developers were buying up the land most of the lots had a problematic deed restriction. Clearly it was illegal to enforce the deed restriction which required that neighbors approve who lived in a home. However, most title guarantee companies refused to sell title insurance to mortgage holders unless they waived insurance relative to this deed restriction. The title companies position was, while it was illegal to enforce this document, it was still a part of the deed. Therefore, they required the homeowner to get the neighbors signatures or waive the insurance guarantee. In many cases people refused to sign off because they knew it was illegal and asking neighbors for their approval to live somewhere simply was wrong. Without title insurance homebuyers could not get a mortgage to buy their home. Because of this dilemma, those buying Van Sweringen land needed to find an understanding title insurance company. One of those was Beachwood's own Sherman Hollander. Mr. Hollander was able to find underwriters out of state who were willing to underwrite the title insurance without the sign off by the neighbors.

While this sale was delayed for a year, 1953 did bring to Beachwood its first planned development since the 1930's. In May of 1953, the Village Council gave a reluctant approval to Albert Lavin and Albert Ratner to develop Fairmount Park Estates on the old Foote farm property. This land had sat empty since the 1920's when the Van Sweringens had bought it for one of their many planned developments. This development of over 300 homes is located north of Fairmount Blvd. to Peshurst Rd. and from parts of Richmond Rd. to Deborah. Early plans included an idea that the sidewalks should be in the back yards of the homes. This concept would allow neighborhood children to visit one another without being close to the street traffic. The Council was reluctant to approve the plan. However, after five years of working with Lavin and council meetings that lasted until two in the morning, the Village was ready to give it their blessing. A story is told that Albert Lavin wanted the lots to be no more than 70 feet wide and the Village was adamant that they be 100 feet wide. During a planning and zoning meeting where the issue was reviewed, Albert Lavin was unable to attend and sent his brother Robert as his representative. The brother brought the wrong set of plans. He brought the Village's version with the 100-foot lots. His brother did not know he had the wrong plans and was not as well versed on the matter, as was Albert Lavin. With the brother's approval the Village was happy to approve the plans he brought, subsequently ending the issue of how wide the lots would be. While one would look at this as a quick underhanded move on the Village's part, it was believed by most that Lavin always got the better end of the deal and it was time that the Village got what they wanted. Lavin's partner, Albert Ratner, was one of the owners of Forest City Lumber Company and the Sunrise Development Company. Sunrise was the actual developer and sold the lots to a specific group of builders that met their approval. One of the conditions on buying the lot from Sunrise was that the materials to build the house were to come from Forest City. It has been said that Forest City was also one of the only lumberyards in town to have lumber for hardwood floors.



*Taken 1952 from the upstairs window of 2400 Richmond Rd. looking west towards the area were Maidstone and Brian Drive is now located. This photo shows the barren farmland that Fairmount Park Estates would occupy.*

There were three phases to this development: Phase One consisted of Buckhurst Deborah, Deptford, Sittingbourne, Greenwich, the west end of Penshurst and Twickenham, along with the west end of Maidstone and Tunbridge; the second phase which was started around 1966 and consisted of Biscayne, Cardington and Bridgeton and the east end of Maidstone. Originally, Maidstone was not planned to go through to Richmond. Actually the original plan called for Maidstone to make a 90 degree turn south where Biscayne intercepts it and continued south to Fairmount Blvd. where Biscayne is now located. Brian was the last street in phase two. Brian and Deborah were named after the two children of Albert Ratner. In 1966, the portion of the land in phase two that fronted Fairmount Blvd. was sold to Beachwood at a favorable price for development of the municipal pool and park. The latter portion, which included the extension of Twickenham and Penshurst to Richmond Rds., did not happen until the mid 1970's. Excluding the streets that were named for Mr. Ratner's children the remaining streets clearly have a British "ring" to them. According to William Warren of Forest City, the original names picked were types of wood. For example Oak, Pine, and Ash, however the Village fathers did not like them. So he looked on a map and decided to pick names of towns that were all within 50 miles of London, a town he enjoyed in England.



*February 1953 Police Chief John Havel measuring the new signs while patrolman and future chief Ben Collins holds the older sign. Courtesy of the Cleveland Press Collection held at Cleveland State University.*

By the beginning of 1954, the empty lots in the two older developments, Kangasser's and The Rapid Transit Land Company, were starting to fill up. When the Sheriff sold the Van Sweringens' properties in 1954, many of the lots went at bargain prices. One property that was sold with 23 lots on it was the proposed Bernwood Rd. purchased by Mr. John Rosner for \$7667.00 This Street and its lots were not developed until the late 1980's. It has been said that many of the lots that were sold went for more than they had to go for only because the bidders were inexperienced newcomers to the marketplace.

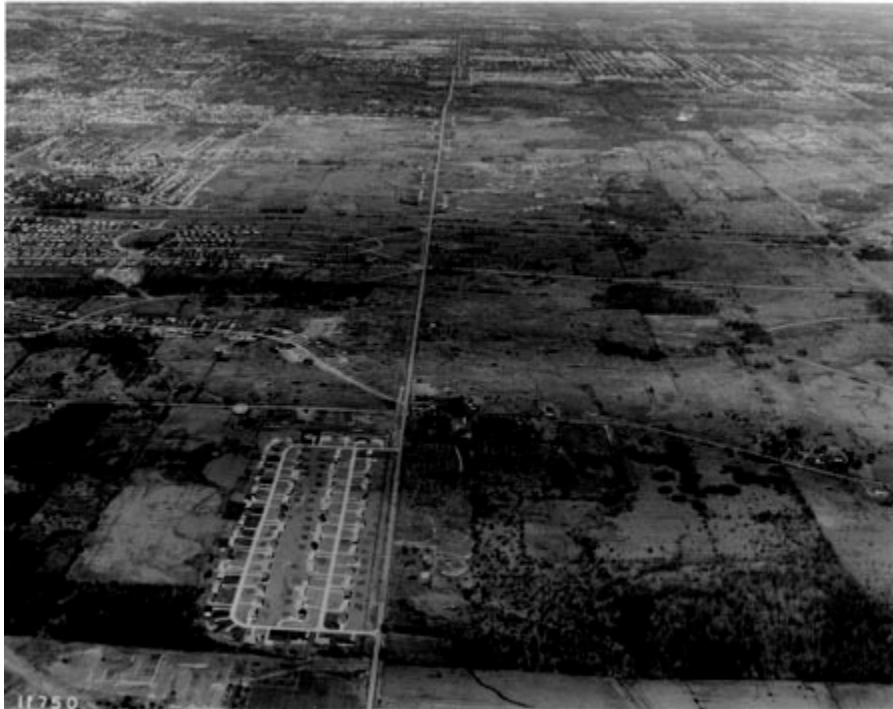
The Sheriff continued to sell the Vans lots in the beginning of 1955. For the most part, they were all single lots excluding the parcel that made up Hermitage Rd. and the lots on the West Side of Richmond Rd. between South Woodland Rd. and Kinsman Rds. Lots on Ramsey Rd. were selling in the \$600.00 range and going fast. By the middle of 1955, a year after the Sheriff's auction started, \$1,125,140 had been raised for the taxpayers of the East Side communities involved. Imagine what The Vans would say of they knew how much their land had now increased in value.

There was one piece of land bought from the sheriff in 1955 for the sole propose of leaving it undeveloped. Justin Zverina of 3304 Belvoir Blvd. heard that the "Triangle" was going to be sold at the sheriff's sale and an apartment building was to be built on it. Not wanting such a structure on his land, he bought it at the sheriff's sale, and gave it to the Village of Beachwood with a deed restriction that it remain as a simple park with no structures on it. The triangle is bordered by Farnsleigh, Somerset and Belvoir Blvd. and provides a scenic entrance to one of Beachwoods more picturesque neighborhoods.

1955 also brought a new housing development to the Village. In February of 1955, PAR development announced the construction of an 86 home development south of Kinsman on the West Side of Richmond Rd. These streets are known as Beacon and Concord. PAR stood for the three principals in the project: Palachek, Adler and Rubin. The cost of these homes would be between \$22,000.00 and \$25,000.00.

One of the firsts to move into the PAR development was former Police Chief Herb Giesler and his family. In the early 1940's, Herb had built his family a new home on Kinsman Rd. where the Don Jordan car dealership is now located. In an effort to cooperate with the Village's plans for commercial development, Herb sold the property and moved to the new development. His youngest son, Les, a third generation Beachwood resident, has fond memories of growing up in Beachwood. One of Les's favorite pastimes was to climb the new water tower with his friend Corky Meisz. Corky's father Rudy, who grew up in Beachwood, was also a former policeman on the Beachwood Department. Les recalls "Police Chief Sexton (then a sergeant) always trying to catch Corky and me as we would climb down from the water tower on Kinsman" (built in 1954). After all, one of Chief Sexton's dreams was to catch two police officers' kids in an act of mischief. Like so many others in the community, Les also remembers having the utmost respect for Sexton, who was not only the police chief but also the fire chief, and for a time, the service director. While Beachwood was growing with great strides, it still retained its hometown atmosphere when it came to the police department. Another great hometown place to be in the 1950's and near the PAR development was Jolly Jons. This drive in restaurant, owned and

operated by John Frank, was a favorite hangout for the high schools kids. Jolly Jon's was one of those great roadside drive-in restaurants that had carhops.



*Photo taken 1957 looking north. Note: Concord and Beacon is located in the lower left hand corner. Photo courtesy of the Beachwood Archives*

The restaurant located at 25300 Kinsman was converted from a former gas station and residence by Jon and his wife Lucille in 1949.

Several new single street housing developments happened in 1955, one of which was Hermitage. While most of this street is located in Shaker Heights, over half of the rear portion of each lot is located in Beachwood. Louis Luxenberg, a well-known residential developer in Shaker, developed this street. There was an effort on Beachwood's part to swap some of the partial lots in Beachwood with some in Shaker, in order to have 100% of each lot in one community rather than two. Hermitage was one of those streets with split lots. However, Shaker was not interested. Currently, there are 18 homes on Hermitage and Bryden that are in both communities. The other new street was Hilltop Drive. Vincent Aveni of Hilltop Realty developed this street, now known as Realty One. Hilltop drive was the second project during Aveni's early career as a developer and realtor in the community. His first venture was the development of Glenlyn Rd. in Lyndhurst. Many of the homes were built and sold by The Caputo Bros.

In 1956, Beachwood's second large post-war development was announced. Known as Shakercrest, the site was developed by Benton, Lefton and Meldon and consisted of 145 homes on land once owned by the Van Sweringens. The price of a new Shakercrest home ranged from \$35,000.00 to \$50,000.00. The housing development is located between Fairmount and Shaker Blvd. from Sulgrave Rd. to the property line of the high school. Many of these homes are a ranch and split level style with a very modern flair. While it is easy to understand that Meldon Rd. is



named after Sam and Harry Meldon, one might ask who Diane Drive is named after. Originally Diane Drive was named Oakwood Court. According to former Mayor Vincent Hlavin, when the houses were first being built, a young boy by the name of Bobby Laks wandered off into a small pond and a girl by the name of Diane Leeb saved the boy from drowning. Apparently Diane Leeb, who was at the time a student at the new Beachwood High School decided to "cut class" to practice playing the clarinet with two other friends, in an effort to gain a trophy in an upcoming contest. As Diane was walking from her home at 24695 Shaker Blvd. to her friend's house she heard the boy screaming for help. When she got to the make shift pond of frozen water, she found the boys brother Mark on the side of the pond and Bobby in the water up to his shoulders. She quickly ran into the freezing water and brought the boy to safety. Now Dr. Diane Leeb practices medicine in Atlanta and is noted to be the first female plastic surgeon to practice in Georgia. Today this development continues to be one of the premier locations to live in Beachwood. Diane graduated from Beachwood High School and is a member of the Beachwood High School Gallery of Success.



*Photo taken Sept. 4th 1956 of children playing on the quiet and serene Campus Rd. Photo taken by Herman Seid  
Courtesy of the Cleveland Press Collection held at Cleveland State University*

While most of the lots in the Rapid Transit Land Company area had been developed, Cedarview Rd. (originally built late 1920's) was about the last one to be completed with post war construction. In May of 1957, Jerome Miller and Sam Simon received the approval from the Beachwood Council to build 23 homes on that street. The homes were in the \$30,000.00 range and featured attached garages and had either three or four bedrooms. 1957 also sparked debate among Village residents, which centered on final attempts to preserve the rural image of Beachwood. For the most part there were no sidewalks in the Fairmount Park Estates or the PAR development. There were many that wanted to keep what was left of Beachwood's rural image and, therefore, did not want the sidewalks. However, with the growing number of children walking in the streets, sidewalks were needed. After a public meeting on August 13, 1957 at the Fairmount School gym, it was decided to put sidewalks on all of the new streets. The cost was to

be assessed back to the homeowners. The only streets not done were the older streets such as Letchworth, Hurlingham and Bryden. This project came at the right time because Beachwood schools decided to reduce costs by cutting back on the amount of bus service provided to students.

As Beachwood was developing its residential base, the U.S. government was constructing a base of its own. Just south of Concord Drive, in Warrensville Township, the U. S. Army was setting up a NIKE missile site. There were seven of them scattered throughout Cuyahoga County. This one was right at Beachwood's back door, with the control center located just behind Concord Drive. The 33-foot missile "battery" was buried in the ground just south of Harvard Rd. and east of Richmond Rd. If there had been an attack, the missile would lock onto the target and be fired from the control center. While the control center was visible from above ground, the actual launch buttons were located in a bunker made of concrete and steel 30 feet below ground. The missiles were located there until they became obsolete in the mid 1960's. The buildings continued to stand until the late 1980's. These missiles were located in the area because northern Ohio was a high profile target for Russia due to the large amount of defense contractors in the area and our proximity to the U.S. northern border.

1958 began with Councilman and future Mayor Harvey Friedman resisting the British names used in the Fairmount Park Estates. The names came from towns in England. Friedman thought the streets should have more American names, such as "Melody Lane" rather than "Maidstone," which is the county seat of Kent, England. He similarly, disliked "Penshurst" which was named after George Percy, the Baron of Penshurst. Friedman anticipated introducing legislation to change the names, but this inevitably did not happen. About the same time the people on Hilltop Drive wanted the street name changed to Suburban Rd. The residents felt that there were too many streets named Hilltop. Council told them that they would change it once the road was paved and all the improvements were in.

After many years of being no more than a dirt path, Beechwood Blvd., between Greenlawn and Ranch Rds., was finally being developed by Frank Brown and his son Erwin a long time resident of Beachwood. Erwin's first visit to Beachwood was in 1936 at the young age of nineteen and he remembers there being nothing beyond Green Rd., and the feeling of being out in no mans land. This development consisted of 28 homes with lots 70 feet wide by 146 deep. The opening of this road finally allowed for a continuous route from Green Rd. east to the Kangesser Development. For many years the area east of Beechwood Blvd., near Ranch Rd., was used as a baseball field for neighborhood kids. It should be noted that the spelling of this road was "Beechwood" until the mid 1980's when it was changed to "Beachwood." In 1958, Beachwood had to deal with another attribute of a growing community: superfluous sewage. Its sewers could not handle all the new housing. Beachwood was not the only municipality faced with this problem. Its neighbors in South Euclid encountered the same problem, as did many communities in the Hillcrest area. The solution consisted of a variety of local and county projects. Spending \$220,000.00 on new sewers in the Green to Richmond, Fairmount to Cedar area solved Beachwood's problem. These new sewers replaced those that were installed in the 1920's and tied into what is now called the Hilltop Interceptor, part of the Regional Sewer District. As this program took time to install, it was not secured in time to handle the great Glenhill Rd. flood of 1956.



*Caption to read: The above picture appeared in an August 1958 edition of The Cleveland Press with the following Caption: Entrance to Suburbia is symbolized here by Mrs. Merrill D Gross (left) and Mrs. Jerome B. Burkons, members of the committee planning the first annual luncheon of the Women's Organization of the Jewish Community Federation Sept. 10th. "Suburbia: a Candid Close-up" will be the theme of the meeting. The house in the background is located at 24111 South Woodland Rd. Photo Courtesy of the Cleveland Press Collection held at Cleveland State University.*

Apparently, there had been a lot of five year type storms in the past year and the sewers on Glenhill Rd. at Lyndway just could not handle the amount of water. In fact, many homes had sewage backing up into their basements. The water in the street was reported to be 14 feet high. The new Buckhurst Rd. and Fairmount Blvd. area also had the same problem. Former Mayor Henry Hopwood remembers one frustrating moment when he answered his phone at his downtown office where the sun was shining to hear from an irate resident that the streets were flooding from the current rain storm. He responded by saying "its not raining here." The issue was resolved by the installation of larger than normal sewers and drains in the area and tying them into the new Hilltop interceptor.

Housing construction continued to boom in Beachwood through 1959. Many of the lots the Sheriff had sold for the Van Sweringen group were now being developed. One of the builders, Jerome Miller, was over anxious in allowing the home he built on Fenway Rd. (part of the Rapid Transit land Co's 1920's development). The Village had an agreement with Miller that the homes would not be occupied until the street was repaved. However, Mr. Fred Weisman had moved in and this upset Mayor Hopwood. He instructed Miller to move Mr. Weisman's family to a hotel and pay all of their expenses until the street was repaved. The issue was quickly resolved by stepping up the work order on the paving of Fenway Rd.

From 1960 through 1965, the frequent issuance of building permits in Beachwood continued. While there were no major new developments, lots in the Shakercrest and Fairmount Park

Estates continued to sell with no major problems. It was a builder's paradise; construction permits were being issued daily for new construction.

In 1961, council approved the Annesley road plot plan. Homes on that street would not be built for several years. C.E. Roseman, the son of the owner of Standard Drug, owned much of the land on Annesley Rd. The Roseman family had been one of those few families that bought land from the Van Sweringens as a part of the original larger lot sizes in the 1920's.

1961 also brought to a close what was known as the Knittle Farm. In 1933 the Ernest Wascko family bought the existing 10 acre farm which consisted of a house, a barn and a granary at 2406 Richmond Rd. The farm consisted of grape vineyards and fruit trees. Mr Wascko also grew large crops of tomato plants. Many of the items grown were sold in the Little Italy area of Mayfield Rd. In 1938 Mr Wascko built a new home on his land next door (2400 Richmond Rd.). He then sold the home at 2406 Richmond Rd. and five acres to Jack and Elsie Varcoe. Mrs. Varcoe remained there until the mid 1980's. The Varcoe's farmed the land and sold produce from a roadside stand in front of their house. In 1941 Mr Wascko built another home on his five acres of land. The address of this home is 2404 Richmond Rd. For many years this home was owned by retired Beachwood Policeman Dave Nank.

According to those living in the area, a large percentage of the two five acre pieces of land were sold to one of Albert Ratner's companies because Mr. Ratner informed them that he owned the land behind theirs and he would landlock their properties if they did not sell to him. The price paid for the land was \$2000.00 per acre. Mrs. Wascko's husband Ernest died in 1945. She then married Mr. Bodenweber in 1948. Mr. Bodenweber also farmed the land and ran a roadside stand in front of their house. When Mr Bodenweber died in 1960, Mrs. Bodenweber (Wascko) sold the home to the Leone family. Today several of those homes have been purchased by trustees on behalf of Warrensville Center Synagogue.

In 1962 while new homes were being built and old ones were being torn down, the oldest home in Beachwood was being saved. The home at 2338 Richmond Rd. had for many years belonged to two women by the name of Lulu Diahl and Mary Cooke. Prior to that the home was owned by Frank Kerruish who had farmed 50 acres since the turn of the century. Frank's descendants built the home in 1825. When Diahl and Cook decided to sell the home they were fortunate to find Irwin Apple a connoisseur of old homes, to buy it and restore it. Apple spent the next 30 plus years fixing up the home and converting the chicken coop located in the back yard into a separate living space. Some of the features of the home include a metal ceiling in the kitchen and the bricks in the kitchen floor were once the foundation of Richmond Rd. when it was a two lane highway.

In 1960 the village had become a city since its population exceeded 5000 in the 1960 census and had gained respect from others in a variety of ways. A report published by the Citizens League of Greater Cleveland listed Beachwood as having the second highest median family income, at \$15,724.00. The highest ranking was Pepper Pike at \$18,969.00; the lowest was Cleveland at \$5,943.00.

As the housing construction continued at a steady pace, the city was being pressed to address the problem of Halcyon Rd. It came to the forefront in 1963 when property owners between Cedar Rd. and Hilltop Drive offered to pay for the paving of the street so they could sell lots and develop the street. Halcyon Rd. was a street that was of the least importance and value to the development of The Rapid Transit Land Company. The reason was simple: without the construction of this street, the others streets within the Rapid Transit Land development were still accessible. Therefore, it was not completed prior to the demise of The Rapid Transit Land Co. developer. The city now needed to pay for paving the street or allow the owners to pay the \$30,000.00 and assess it to the new homeowners. After several months of renewed debate, the city allowed the developers to pave the street and open it up to create the intersection at Cedar Rd.

While it was not a residential structure, 1963 brought to Beachwood a new home for the Cleveland Hebrew Schools. Located at 25400 Fairmount Rd., the new modern building constructed by Zehman-Wolf would have 12 classrooms and a small auditorium. That building replaced a building on Lee Rd. and brought the classrooms closer to the new emerging Jewish Community of Beachwood. This would make after-school Hebrew language classes and Sunday school more convenient to those who lived nearby. The building would also be the home of Ganon-Gil nursery school, known as a leader in early childhood education. Today the building continues to be the home for the Cleveland Hebrew Schools, Ganon-Gil and Beachwood Kehilla, a newly created congregation, which was once a part of Taylor Rd. Synagogue.

1964 also brought another sidewalk debate to the city. Bryden Rd, one of Beachwood's oldest residential streets, was excluded from the sidewalk improvement plan completed several years ago. The need for sidewalks on Bryden Rd. again emerged as a pressing issue. The council and Mayor Zeiger were in favor of spending the necessary funds needed to put in the sidewalks. They were clearly in favor of improving the safety of the children that walked to school. For the most part, the homeowners on the street did not want them. The issue escalated when Sanford J. Berger, President of the Bryden Homeowner's Association, hired an attorney to prepare to take the city to court over the matter. In October of 1964, over fifty Bryden Rd. residents appeared at a council meeting with their attorney Joseph Kalk. The two-hour discussion became a shouting match and in a rare manner Mayor Zeiger cleared the council chambers, sending the loud debate outside City Hall. While Zeiger was always able to control a group, he was not one to dominate the leadership of the community. While the issue was debated over the next few months and into 1965, it was decided to drop the issue at that time. While the issue has been raised many times, as of today Bryden Rd. still has no sidewalks.

While the development of the city's residential housing stock continued, so did the quality and service of the Beachwood Volunteer Fire Department. At this point the "BVFD" was at its maximum staffing of 25. The fire department continued to thrive under the Police / Fire Chief, who at that time, was the well-known Tom Sexton. Being a part of the BVFD was an honor and it was reputed as one of the best departments in the area. By this time, the dependency on Shaker was reduced to calling them on rare occasions only if they needed extra help.



*Beachwood's Volunteer Fire Department in front of their one and only piece of equipment: At that time a 1953 Ford Pumper. This picture was taken in the fire station of the new addition to the old City Hall. At that time, there were two doors that led north out of the garage. Today, the building still shows signs of the old doors, as there is an outline of brickwork on the north side of the building. Front row (left to right): Arthur. Marcus, Don Raith, B. Ryan, WilburSchachtel, Cliff Soper, and L. Lowy. Second Row: Ernie Benchill, Arthur Rindfleisch, Peter Leone, Paul Volpe, Bud. Scheinbart, B. White, Charlie Takacs, Larry Pile, J. Backer, R. Zehry, G. Waltson, Sherman Hamel, Police/Fire Chief Sexton. Back Row: Ed Hovan, Ed Adams, Joe Haney, J. Skigan, H. Fisch.*



*1961 Beachwood High School Basketball Team. Kneeling: Greg Shelton, Roger Goldfarb, Jim Cowan(co-captain), Dave Marsh(co-captain), Phil Horwitz, Blaise Giusto, Don Wachsberger(manager). Standing: Coach Bob Bracale, Bruce Carl, John Forsythe, Bob Dubbs, Les Baskind, Chuck Ruffing, James Turpin(faculty equipment manager).*

## **The Clark Avenue Freeway & I-271**

As early as 1944, President Franklin D. Roosevelt approved construction of an interstate highway system. However, the "super highways," as we know them today, did not develop until 1956 when President Dwight D. Eisenhower established a federal gas tax to fund the project. This program allowed the states and counties to participate in the design while the federal government paid 90% of the cost for the roads. The remaining 10% was split, and, in most cases, 9 % was paid by the State of Ohio and the remaining 1% by the local municipalities. In cooperation with the federal government, in the mid 1950's there were two agencies involved in the design of northeast Ohio's highway plans. The State of Ohio was planning the roads that would move traffic throughout the state. The County government was planning the highways around the county that were essential to facilitate traffic flow from one part of the county to the other.

The State had one major road that would especially effect Beachwood: I-271. During its planning stages, I-271 was know as State Route 1 and, at times, State Route 2. Under the direction of County Engineer Albert Porter, the County had grand plans for the metropolitan area. These plans took shape as a highway that would devastate the Shaker Lakes and tear though Beachwood was known as the Clark Avenue Freeway. Essentially, this was a road that would run east from I-77 and East 55th up Shaker Boulevard just past Brainard Circle. Other recommendations made by Porter included the following roads that either partially exist or were never completed:

### **The Heights Freeway**

This road was to go from the innerbelt at East 22nd north and then parallel to Chester Avenue; then going up, through Little Italy and up along Wilson Mills Roads to I-271.

### **The Central Freeway**

This road was to go east from the innerbelt at East 22nd along the route which Central Avenue currently runs, and would continue east until the Lee Road Freeway, which ran north and south from the Heights freeway to what is now I-480.

### **The Lee Freeway**

As mentioned. it ran north and south just west of Lee Road. Its northern end was an interchange with the Heights Freeway south to I-480.

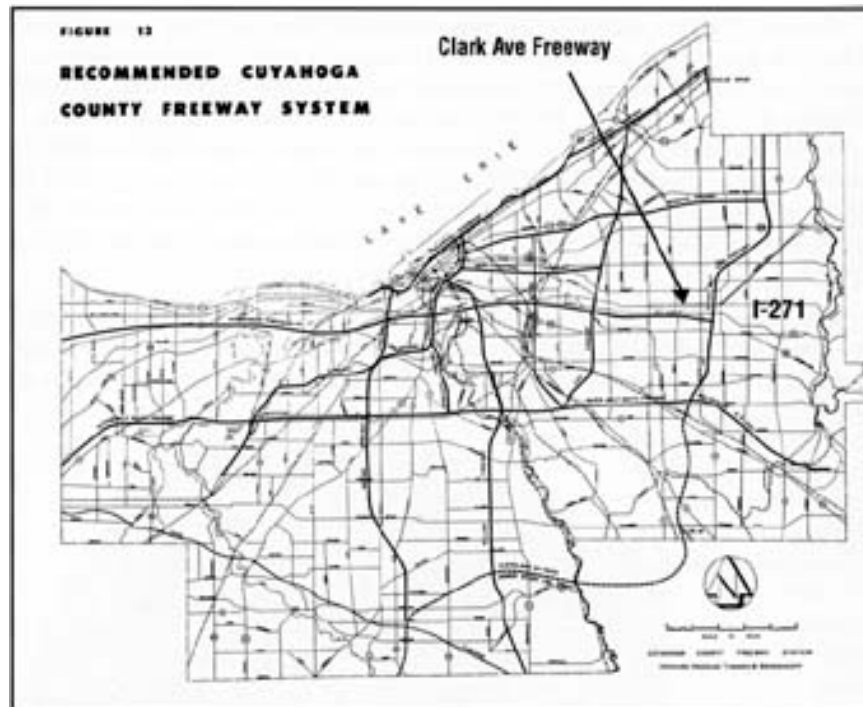
### **The Bedford Freeway**

This road had a few revisions. Originally, directed south from an interchange at the Heights Freeway, it ran parallel with East 116th to the I-480 interchange. Then in the late 1960's it was decided that this road would go from I-77 and East 55th southeast to Broadway and I-480. This is the reason that there is currently a large interchange at I-480 and Broadway Avenue. It was decided to abandon this plan in the 1980's when the Carnegie Lorain Bridge was rebuilt. The

only way that federal funds could be found to rebuild the bridge was for a trade of the allocated dollars for the Bedford Freeway.

### **The Jennings Freeway**

This road is completed, though its original plan was to continue south of Brookpark and head southwest to Broadview Road. This road connects I-71 and I-90 near Metro General Hospital to Brookpark and I-480.



### **The Parma Freeway**

This freeway was to run from State Rd. to Clark Ave. There is only a very small portion of this road that is completed. If one travels north on I-71 prior to the Fulton Rd.-West 25th street exit, there is a major ramp that leads to West 65th on the left-hand side of the freeway. Likewise, there is a large ramp at Dennison and West 65th heading south to I-71. The intention was to have the road run south from Clark Ave. to State Rd. or across the Metropark to Tiedeman Rd. and Memphis Ave. then down Tiedeman. This is one of the reasons there is such a wide space between the north and south lanes of I-71 between the Ridge Road overpass and Dennison Road. This space would have accommodated much more than just the one ramp up to West 65th and Dennison Rd.

In addition to these roads, the State proposed roads that did get completed. The Medina Freeway would take the name of I-71, which is the main road to Columbus.

The Willow Freeway would take the route name of I-77, which replaced the old trail of State Route 21 and heads to the southeastern portion of the state. The Lakeland Freeway and the



Northwest Freeway would become I-90 and finally, the Outerbelt South would become I-480. For a short period of time it was known as I-80S as it headed east from I-271 to the Turnpike. The last road to be constructed was the shortest and essentially a bridge: I-490, which linked I-90 on the west side along with I-71 with I-77 on the east side. This bridge was the replacement of the Clark Avenue Bridge.

Porter's plans for the east side caused an uproar from the majority of those living in Cleveland Heights and Shaker Heights. Beachwood residents were equally upset. If the plan would have been carried out, 375 homes in the east side neighborhoods would have been destroyed. The community that fought the effort with the strongest diligence was Shaker Heights. Porter's plan would have destroyed the peaceful Shaker Lakes and Shaker Blvd. The cost of the road was estimated at around \$25,000,000.00. Shaker resident Douglas Wick, of 2771 Chesterton Rd., was appointed in 1964 by Shaker's Mayor, Paul Jones, to head a committee to oppose the Clark Freeway. The group quickly attacked the issue on a variety of local, regional, state and federal levels.

Opposition to Porter's plan also came from his Republican opponent who tried unsuccessfully to oust him from his elected position at the upcoming election. H.P Peterson of Maple Heights accused Porter of "riding roughshod over the rights of people in trying to rush the Clark Freeway through." Peterson pointed out that Porter would have his own personal highway from his office downtown to his newly purchased home in Pepper Pike, located at 31179 South Woodland Road. This address was at the very end of the Pepper Pike extension of the Clark Avenue Freeway. Porter, accustomed to criticism, reminded his accusers that his position as county engineer professionally obligated him to oversee road repairs, whether or not he issues recommendations or initiates construction.

Ultimately, the group led by Wick was able to make changes to federal highway funding laws that would prohibit a highway from destroying or altering a park or playing field without first locating a new site that met the local citizens' needs. The law also required that highways be developed in harmony with rail and bus routes to furnish the community with a more complete transportation network. This law went into effect July of 1965, which consequently stifled the plan for the Clark Freeway.



While this battle was in the forefront, the construction of I-271 neared completion. In the late 1950's, land was being acquired by the state for the new road, the route of which demolished several homes in Beachwood and Pepper Pike. For the most part the road cradled the dividing line of both communities. One of the homes to be taken by the State belonged to Frank and Milder Bickoff of Pepper Pike. The home was located at 27200 North Woodland Rd. and had a frontage of 333 feet and went back over 1000 feet. The State bought most of the land, leaving the Bickoff's with a small unusable piece. Mr. Bickoff later donated the small portion of land to B'nai Jeshurum Synagogue that bordered his property to the southeast. Mr. Bickoff then moved his family to Beachwood.

In 1961 the highway was moving towards Beachwood from the north. The contract from Wilson Mills Rd. to just south of the Chagrin Rd. was ready to be issued when Beachwood's Mayor and long time resident Vincent Hlavin told the State that he did not want his city to be a bottleneck in the freeway plans, as he deemed the planned interchange at Chagrin Blvd. totally inadequate. Because of this, Beachwood refused to approve the required consent to the plan the State had designed. Apparently the design did not include the provision for eastbound Chagrin traffic to Cloverleaf down to the northbound roadway as it does today. Instead, the State wanted eastbound traffic to sit on the bridge and make a left across westbound traffic and use the same ramp to northbound 271 as the westbound traffic. This plan was unacceptable for two reasons. The State planned on having the highway end at Chagrin Rd. for a number of years until it was continued down to State Route 8. This would cause an increased amount of traffic, as it was the "end of the super highway". The other reason was the large amount of traffic that would be sitting on the bridge as the area developed. The issue was resolved only after a traffic study was done and the State gave in and offered to add the Cloverleaf for eastbound traffic. Much of the land that was taken in the Chagrin Blvd. area belonged to just a few long term Beachwood families. On the south side of the street most of the land was owned by the Fry family estate. Several years before the freeway was built Miss Mary L. Fry died. According to her last will and testament she left her lawyer and friend Francis B. Shaw the land that had been in her family for decades.



*Note: Freeway ends sign in the background. Taken in 1966 several years after the section from Wilson Mills Rd. south to Chagrin Blvd. opened. Photo courtesy of Cleveland Press Collection at Cleveland State University*

This parcel consisted of all of the land from Chagrin south to Harvard Rd. and from the Park Synagogue Cemetery east to I-271. There were many that thought she was not in the right frame of mind when she had signed the will. Often times she would be seen in the summer time standing on Chagrin Blvd. wearing men's winter clothing including a large black hat. On the north side were two homes owned by the Kaske Family. Mary Ling rented one of the homes. All three families had lived in the area since at least the 1930's All three homes were burned down by the Beachwood Volunteer Fire Department which gave the volunteers practical experience fighting fires.

The fact that a small portion of North Woodland in Pepper Pike was on the west side of the new freeway became a major problem in August of 1962. This could be one of the reasons that landowners in this isolated area chose to annex themselves to Beachwood several years later. Apparently one of the eight children of Leo Walczuk of 27049 North Woodland Rd. became sick one afternoon. He awoke from a nap and told his mother he could not see anything. Mrs. Walczuk called the Pepper Pike police. However, they could not find the street. After several frantic return calls there still was no police car. Woodmere police also heard the call and headed over but also had problems finding the street. Finally, frustrated by hearing the repeated distress calls on the police radio, Brian Sexton, a part-time policeman in Beachwood, responded and took the child to Suburban Hospital. The child had a concussion due to a fall earlier in the week and was transferred to Saint Vincent Charity Hospital. Mayor George Zeiger of Beachwood told the Walczuk family they could call Beachwood anytime they needed help.

## Chapter 7

# The City becomes a City and Retail finally comes to Beachwood 1966-1980

### Education

The school board started 1966 with a demographic dilemma: junior high school students outnumbered high school students. A decision had to be made and the choices were as follows: to build a new building just for the junior high school children or to put another addition onto the high school. The decision was made to build a separate building and the chosen location for construction was the current junior high location, just northwest of Richmond Rd. and Shaker Blvd. Alex Truehaft, a well-known developer, then owned the property. While the school board wanted the building located on the property, Truehaft was reluctant to sell his property, which he envisioned for apartments, and instead suggested that the new schoolhouse be built next to Fairmount School. This move would have allowed no space for future growth. After considerable time, effort and the negotiating power of Sherman Hollander, Fred Isenstadt, and architect Phil Hart, the school board convinced Truehaft to sell his property. By May 3rd of the following year a bond issue would be passed to raise \$385,000.00 to cover land acquisition costs and the completion of projects at two elementary schools: construction of a driveway out to Letchworth and additional classrooms at Hilltop. 1970 finally heralded the climactic opening of the middle school. It should be noted that by 1970, the "in" term for junior high schools was "Middle School". At that time each of Beachwood's three elementary schools educated kindergarten through fifth grade with sixth, seventh and eighth graders using the new Middle School. In 1980, with a declining enrollment there was a change made that put all kindergartners at Fairmount, first through third graders at Bryden and fourth through sixth graders at Hilltop. The seventh and eighth graders utilized the Middle School. The enrollment change could be seen by comparing 1968's enrollment at 2400 system wide to 1400 in 1980.



*1966 Stanley Wertheim, Sherman Hollander, Margaret Lubin, Fred Isenstadt and Si Wachsberger in front of the High School looking over the various options for the location of the Middle School.*

One of the features of the new middle school was its open classroom style. The rooms would open into groups or pods. Teachers and students were able to view other groups in the near distance attempting to teach and be taught at the same time. This new concept was a flop; too

many factors were working against it. The building was new and Beachwood was not used to having a "Middle School." That in itself required adjustment. Another problem arose from the anxiety of those long-term teachers who did not want to be viewed by their peers. Others might say that the school board did not prepare the teachers for this new environment. Upset with the results, some parents sent their children to private schools and some moved from the community altogether. Walls were erected to convert the school into a traditional setting. Unfortunately, after the changes it took about ten years for the school to turn itself into a respectable stepping stone for future high school students.

While Beachwood Schools have had many great success stories, one must not forget the tragedy in September of 1970 when Army Finke and Robert Jacobs, both 14 years young, were killed by a bolt of lightning as they came in from the football field after a practice. In 1971 a plaque was placed on a nearby rock at the field in memory of these two young men. They were to have graduated with the class of 1974.

In 1972, a new library and auditorium were added to the high school. The library is on the first floor under the seating area of the auditorium. Unlike typical auditoriums, that of Beachwood High School was designed as a half circle around the stage. In 1975, the high school also built a new gymnasium, "The South Gym," which was double the size of the original gym built in 1958, and included a track. The last addition to the school was the indoor pool, constructed in 1979.

Today, Beachwood Schools continue to cultivate excellence and are admired by many in the educational world. In fact, surveys show that Beachwood Schools are the number one drawing card for families moving into the community. When looking back on Beachwood school's early development, one very special person stands out. Viola Colombi served this community with great pride and dedication shortly after her 1948 arrival in Beachwood. Only three years after Colombi and her husband, Dr. Christopher Colombi, moved to Beachwood, she became a member of the school board, which she continued to serve for the next ten years. Upheld as one of Beachwood's finest citizens, she fought tirelessly to establish an excellent foundation for future generations. Some would wonder why a mother of three children who attended private schools would work so hard for a cause that seemingly excluded her. Clearly, this was a perfect example of her unselfish dedication to people. Columbi's commitments went beyond Beachwood and were recognized by many of the organizations she that served, including The Cleveland Orchestra and The Cleveland Lyric Opera. When our world lost Viola Columbi in 1995, we lost a gem.

## **Residential Housing**

While the schools were developing in the late 1960's and 1970's, so was the residential community, through the efforts of various builders. Streets such as Letchworth, Bryden, Hendon and Annesley were among many development locations. Sam Freidman, who in 1967 was expected to build twenty-five homes in Beachwood, extended his construction to the Fairmount Parks Estates on Tunbridge, Maidstone and Biscayne, which included the \$44,500 home at 25463 Maidstone. The home was designed as a "splanch": a ranch home with steps that led down to a family room and steps that led up to the bedrooms. Freidman also built homes on Allen Drive, a street built in 1964 that runs south off of North Woodland Rd. The land was owned by

Mrs. Marie Mason, whose farm house still stands on the east corner of North Woodland Rd. and Allen Dr. S. Lee Korman was a partner in the development of that street with Mrs. Mason.



*Viola Colombi*

Another street that was developed in 1965 was Havel Dr. Since 1925 this road had been on the maps as part of the Van Sweringens' Shaker Country Estates. The road had originally been called Hermitage Ln. The original plan called for it to exit onto Bryden Rd. and meet the existing Hermitage Ln. In 1966, when long-time Police Chief John Havel entered into retirement, the street developers just getting ready to officially dedicate the street decided to change the name to Havel Drive. One of the other changes the developer made was to create a cul-de-sac instead of allowing the road to extend to Bryden Rd.

In November of 1966, Beachwood voters had three issues on the ballot. All failed! The first two were to change the term of mayor and councilmen from two years to four. However, these two issues were passed when voted on in November of 1972. The third issue seems to be an ever-present subject of debate in the arena of residential development: the installation of street lights on all "side" streets. The vote then was 1276 for lights and 1657 against.

Sidewalks were once again a topic of discussion in 1967 as they had been in the late 50's when the issue first arose. Bryden Rd., of course, had no sidewalks, and a recent court ruling had already forced many Bryden school children to walk to school. Apparently, the Board of Education was charging a fee for students to ride the bus to school. The courts ruled that they could not charge for bus service. This action caused the Board of Education to drop many routes, forcing students to walk to school. Because Bryden Road was a narrow old road with culverts, the city was persuaded to install sidewalks and was planning to charge the cost to the homeowners. This, like many Beachwood efforts, ended up in court. The issue at hand was, that if sidewalks were put in, the road should also be replaced, and each home would be levied an expense of \$5000. The final outcome was that no sidewalks were built. Several years later in 1971, Bryden would once again be the concern of the planning commission. There was a desire to move the road so that it would exit Richmond Rd. as it now does. Originally Bryden Road exited just a few feet north of Chagrin Blvd. This change did not occur until the mid 1980's.

There were many presentations made to the City Councilmen October of 1967 to construct apartment buildings. One of the proposals that never happened came from Frank Mavic, who was the owner of most of the land on what is now Park East Drive, then known as Holiday Parkway. Mavic had planned to construct two apartment building at the southwest corner of Chagrin Blvd. and I-271. This complex would have included 540 suites, underground parking and tennis courts. The complex would have been on land where the Marriott is now located.

In 1969, the land on the West Side of Richmond Rd. between Letchworth and Bryden Rds. became a subject for heated discussions at City Hall. Ronald Moskowitz, a homebuilder known for constructing high quality homes, had acquired the land that was once Van Sweringen property. His first plan for the land (in 1969) was the construction of several four-story apartment buildings. Moskowitz presented plans for the construction of townhouses in 1973. This plan was also met with strong opposition from the neighborhood. Several compromises had to be made by both the developer and the city officials and in 1983 the city finally rezoned the land to permit the construction of Baywood Condominiums. The units were slow to sell and phase one was the only phase completed several years later, Willow Ln. was developed just west of Richmond Rd. running south off of Letchworth Rd. to utilize some of this land for residential homes. Another developer has purchased the middle section of land and townhouses known as Wedgewood Crossings have been constructed on part of that land.

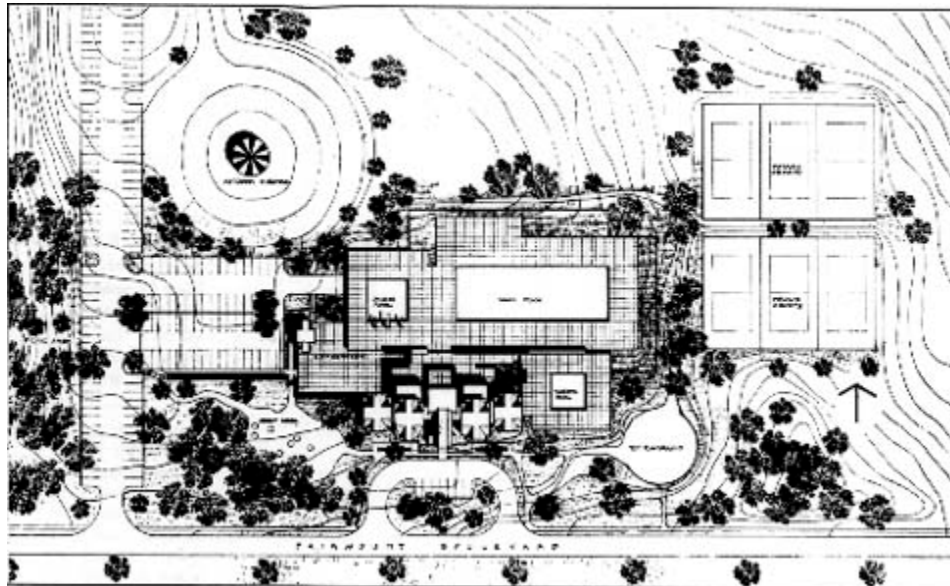
In January of 1978, the residents of Twickenham, Peshurst, Greenwich Ln, Sittingbourne and Greenlawn Rds. protested Forest City's plan to extend Twickenham Rd. to Richmond Rd. This would have been the final phase of Fairmount Park Estates. The residents who live on the protesting streets were concerned that Beachwood Place Mall, which was soon to open, would increase the traffic on their streets. While this concern was shared the by Council, the roadway was soon opened and homes were built. One might take note that when driving down Twickenham Rd. and Peshurst Rd., the roadway of the newer section is wider than the older section.

## Recreation

As the community grew so did the need for recreational amenities - a need, which largely fell on the shoulders of Beachwood resident Raymond Warner, who served as the part-time recreation director from 1964 to 1969. Warner was a teacher and the principal of Wiley Jr. High in University Heights. In 1969 that responsibility was assumed by long time Beachwood resident Jim Cowan, the son of Leslie and Connie Cowan. When Jim was a youngster growing up in Beachwood, he attended Beachwood's Summer Day Camp, for which he later served as a counselor. As an educator, Jim was well qualified for the duties at hand. He grew up in the community and knew what needed to be done.

Two major recreation events happened between 1965 and 1980: Beachwood built its own swimming pool, and baseball became a competitive sport for boys and girls.

By 1965, Beachwood had a swimming program, but had no pool. Beachwood would rent time at the Eastgate Coliseum at Mayfield Rd and Route 91 or at Beechmont Country Club. According to former Mayor Harvey Friedman, "The people simply demanded a pool and we gave them one." Friedman said there were higher priorities but he wanted the citizens to be content. A study was done by the Regional Planning Commission in 1964 reviewing all of Beachwood's recreational needs. For the most part, the conclusions were fairly close to what Beachwood has today. The commission issued two major recommendations: one was to provide a play area for those living in the Beacon and Concord Rds. area. This did not happen and that area continues to be isolated from any field or playground equipment to this day. The second recommendation endorsed the acquisition of land on Fairmount Blvd. between the Fairmount Elementary School and the Centenary Church. This land was owned by Albert Lavin and was the undeveloped portion of the Fairmount Park Estates.







*Left To Right Councilman Ralph Bing, Councilman Ted Eichenbaum, Planning and Zoning Board member Armand Arnson, Mayor George Zeiger, Council President Harvey Friedman, newly elected Councilman Larry Small, and Stanley Gottsegen at the groundbreaking for the new outdoor pool.*

About the time that these recommendations were being made, Meldon Rd resident and Attorney Alvin Krenzler conducted his own survey relative to the need for a swimming pool in Beachwood. Krenzler mailed post cards to every family inquiring whether or not they would be in favor of a community pool along with tennis courts and an artificial ice rink. Eighty percent of the twenty two hundred responses were "yes." Krenzler also felt that the owners and developers of the major residential and proposed commercial developments within Beachwood should help pay for the land. This group of developers led by Albert Lavin and Milton Wolf responded with an offer to donate 15 acres of land in a "yet to be defined" area within Beachwood. Because the Regional Planning Commission had recommended the Fairmount - Biscayne site, the city fathers wanted to stay with that plan. Forest City and Lavin were the principal owners of the land, along with a trust in the name of Paul Lipman. Appraised at \$310,000.00 the final price paid for the land was \$300,000.00 with \$100,000.00 being donated by the developers through a trust. A key player in the development of the pool program and the chief overseer was Councilman Larry Small, who first joined the Council in 1968 and quickly involved himself in many recreational programs. From the day construction started on the pool until the day it was completed, Small

made a visit to the construction site every morning at 7:30. According to Small the facility boasted the first stainless steel pool in northern Ohio and the second one in the state. The site ultimately became a 25-acre park. The pool was completed by mid-summer of 1969. On August 3 of 1969, Mayor Zeiger cut the ribbon and the pool was ready for its first swimmer. City Council expressed a special thank you to Krenzler for his efforts and in 1969 the Beachwood Civic League for his contributions to the community honored Krenzler. The first year the pool was open, over 1000 passes were issued. The pool today continues to be the place to go and cool off.

One of Beachwood's best-kept secrets in the 1960's and 1970's was its Day Camp. It had been around since the 1950's and continues today. Many of the campers, like Jim Cowan, would go on to become camp counselors. Over the years the camp would spin off other camps with specific themes, such as drama camp and sports camp.



*Beachwood Day camp group in 1992 led by counselors Debbie November and Kim Saunders*

In the 1960's and 1970's, when one talked sports in Beachwood, the subject was baseball, from softball to hard ball. The history of Beachwood's softball program goes back to 1954 when Si Wachsberger and Manny Baden organized a team. Baden, the keeper of the equipment, never took a dime for his efforts and lined the fields with pride. The games were first played at Kangasser's Field, which now consists of the northern portion of Brentwood Rd. In 1968 Baden was recognized at a season-end banquet and the ballfields at Fairmount School were named Baden Field. Today, a marker can be found under a tree indicating that one is standing at Baden Field.



*First known in 1954 as the Beachwood REO team this 1956 photo was taken at Kangasser's Field with long time commander and chief of Beachwood Baseball, Manny Baden.*



*Mid 1950s Lower Diamond of Fairmount houses built on depford in the background.  
Photo from Don Wachsberger.*

- |                     |                     |
|---------------------|---------------------|
| 1. Manny Baden      | 23. Mike Harris     |
| 2. Larry Chernikoff | 24. Mike Rothstein  |
| 3. Bruce Conant     | 28. Brian Laks      |
| 4. Dave Shanker     | 30. Mike Weiss      |
| 6. Bruce Carl       | 31. Don Wachsberger |
| 10. John Kipp       | 35. Waik Kaye       |
| 11. Dave Marsh      | 36. Jerry Zalben    |
| 13. Howard Shanker  | 37. Jeff Koerner    |
| 14. John Lieberman  | 46. Jeff Young      |
| 16. Roger Zeefe     |                     |

There were many others that contributed to Beachwood's baseball & softball programs. Two of them that stand out were Larry Small and Leo Weiss. Small was known for many years as the "Father of the Pool" because he watched over its development. However, he was equally involved in baseball, for which he served as a coach and a manager. Small's good friend, Leo Weiss, was also an advocate of the sport, and so acted as the commissioner of Beachwood's baseball program and ultimately was elected as a member of the Beachwood City Council. Weiss served from January of 1979 until his death in 1989. Others that promoted these sports included Ed Fine and Elmer Kravitz. In October of 1973 Mayor George Zeiger decreed a proclamation honoring Fine and Kravitz.

In the 1960's and 1970's Julie Paris, who lived on Fairmount Blvd. set up a diamond in his back yard for the kids to play ball. Mark Kriwinsky remembers cars lining up in the Paris' drive followed by a great migration to the playing field. Kriwinsky exemplified the Beachwood spirit in the 1960's and 1970's as he went from playing ball to coaching and managing teams in the 1980's. Girl's Softball started in 1968.



*1988 Larry Small and Leo Weiss in council chambers*

### **Electing a New Council**

In November of 1965 there were seven Council seats up for grabs in Beachwood. By this time in Beachwood's history, election to a Council that was starting to develop a cash flow was a desirous position. Four of the seven incumbents who ran were Harvey Freidman, Martin Rini, Harvey Starkoff and Stanley Weinberg. The remaining council members who did not seek re-election were Ed Cunneen, Arthur Marcus, and Vincent Hlavin. Hlavin, who had, along with his father, served the city for many decades in a variety of positions including mayor, was moving to Shaker Heights.

The eight new candidates were not new to Beachwood. Each of them had been involved in several Beachwood organizations. The three candidates that won were Ralph Bing, Ted Eichenbaum and Alan Krause. Those that ran but did not win included Michael Grosser, Lloyd Fingerhut, Howard Koles, Ronald Moskowitz and Larry Small, who did win two years later and continues to serve.

Others that served from 1966 to 1980 included Robert Wurtzman, who served for fifteen years. Stanley Gottsegen served for six years, Sheldon Berns served for seven years, Leo Weiss served for ten years, and Martin Arsham has served since 1972, along with Si Wachsberger who was elected in 1974 and continues to serve. Prior to being on Council, Wachsberger spent eighteen years on the school board. Finally, in 1980 Melvin Singer was elected and served for eight years. It would be this new team's responsibility to lead and redirect, if needed, the development of the community.

## **A New City Hall**

In 1965 the Council was enjoying a new chamber that had been constructed in 1961. This two-story addition to the original village hall would be quickly outgrown. With the sloping terrain of the land behind the old city hall, a ground level fire station was later added with two doors facing north. The second floor housed the Council chambers.



*In 1972 long time Beachwood police dispatcher Carol Rouleau, sitting at the cramped and antiquated police dispatch desk at the old City (Village) Hall.*

By the late 1960's it was time for a new modern City Hall complex. The building would consist of 27,000 square feet. This new complex would give every department what they needed. The mayor and his administrative staff would have the space they had long awaited. The growing building department would no longer need to share space with others and the police department would have the high tech offices and jail area that they needed.



*Constructed in 1961, this room would serve as the Council chambers until a new municipal center would be completed in 1973.*

The first step would be to decide upon an architect. After reviewing proposals from numerous firms, Keeva Kekst was selected. Under the direction of Robert Wurzman, a committee was formed to work with the architect; the citizens and all of the departments within the city to determine what would be needed. In April of 1971, the contract for both city hall and a fire station was issued to the J.D. Johnson Co.

The land for the new city hall had been purchased in the 1960's from Albert Lavin, who in turn had purchased it in March of 1956 from Ila W. Johnson. For many years there was a home on that property which was built prior to the turn of the century. A bank that foreclosed on it many years ago had owned it. According to James Fisher, who, from the age of six, was raised in the home from 1933 to 1941, the home had no heat or water. They had an outhouse and water was carried in from a pump in the rear of the lot. Fisher has a lot of memories including attending the eight-room schoolhouse where his teacher was the well-respected Mr. Hoxter, who taught many grades at the same time. Fisher also remembers delivering the Cleveland Press on his pony 6 days a week, when there was no Sunday edition to the Press. Fisher's route took him east on North Woodland Rd. and north on Brainard rd., west on Cedar Rd., and then south on Richmond Rd. He was paid three cents per day or eighteen cents a week! Fisher also recalled the gas station where the Fairmount condominiums now stand, just before the angle to North Woodland. For many years Adolph Fuchs operated this gas station. Fisher remembers that prior to Fuchs living in the home, a family operated speak-easy was in the house during prohibition. Often there would be a man sitting on the steps who was known to have had control over such illegal opportunities. According to Fisher, a passing auto gunned down the man who had been sitting on the porch.



*Photo taken 1956. This home was located where the Police Department driveway is now located.*

The design for the new city hall complex came from very strict requirements. Mayor Zeiger sought to maintain the integrity of the old village hall and the Methodist Church. In addition, it had to be connected to the service garage that had been built as a self-standing building several years earlier. It needed to face Richmond Rd because that was viewed as the main street through the city and Zeiger wanted everyone to view it and to be able to see city government in action. One might ask why the large circular window is situated where it is. Zeiger and Kekst wanted people outside to be able to see fellow citizens and others addressing the Council. If one looks into the center of the window from the outside, one can see the podium that is used in the council chamber. The same concept was true if one looked in the front or side doors of the city hall; the glass partitions would expose the mayor's office and staff hard at work. Early plans also included a circular drive in the front.



*Beachwood's first service garage, built in the mid 1960's, would soon be hidden by the construction of the new city hall. The white car in front of the garage entrance belonged to Emil Cipra, Beachwood's long time, hard working Service Director. To the left of Emil's car is a police cruiser which also functioned as an ambulance.*

Early plans called for the expenditure of \$1.5 million for both the new city hall and a new fire station at the north end of the city hall property. Ralph Bing, a councilman and resident of the southern end of town, felt the south end needed a fire station. With the development of Commerce Park and the future plans for Chagrin Blvd. this seemed reasonable. City Hall was built for \$1.1 million, which included furnishings, and the Fire Station 2 was built for \$160,000.00.

### **Creation of a full time Fire Department and the end of an era for two long time Police Chiefs**

The fire department existed mainly as a volunteer organization with only one full time employee, Leonard "Bud" Billings, until 1974. Billings had joined the Police Department in 1952 after serving for several years as a South Euclid policeman. In 1963 Bud was seriously injured in a traffic accident while on duty and was unable to return to his job as a patrolman. Bud was so dedicated that he took on the role of police dispatcher after his accident. In 1970 recognizing the need for a fire inspector, the city appointed Bud to this newly created position. When Bud retired he held the rank of lieutenant and was considered the deputy fire Chief.

With the completion of the new city hall, the old city hall and the council chambers provided space for the full-time firemen and their sleeping quarters. In 1974 Beachwood hired its first full-time fire chief, a position previously assigned as "double duty" for the police chief. Actually, some time in the mid 1950's, the position of Fire Chief was created and the Police Chief held both positions. With the city growing, it was time to develop a fire department that would



ultimately be staffed 24 hours a day. When looking for the right candidate, Beachwood did not have far to look. Shaker's Fire Chief, George Vild, was retiring and was the perfect man to get Beachwood started on the right foot. When Vild took command in 1974, the city already had two full time fire fighters along with Bud Billings. The two men had been hired in April of 1973. They were Kevin McNeally and Jim Walker. Each year for the next four or five years, five firemen were hired to bring the department to the minimum acceptable level necessary to operate a full time fire department. Beachwood residents of yesterday and today recognize that while the department became a full-time department in 1974, it could not have provided quality services without the help of the volunteer firemen that for so long and with such pride have answered the call of duty.

Despite the performance standards levied on the newly created fire department, one particular fire to this day transcends the understanding of citizens. Ironically, the site of the fire was identical with the current location for Fire Station Two, then simply a plot of land on Chagrin. The property dates from the turn of the century to the Radcliffe Family. In the 1950's, the site was occupied by Nettie Radcliffe, whose home of several children was often lacking a father. At one point Nettie married a man who had been in prison for many years. It has been said that this man was abusive to the children. Coupled with this misfortune, Nettie Radcliffe mysteriously disappeared one day. The investigation by police led them to believe that foul play was at hand and the prime suspect was her husband. Was she buried in the back yard? Was she taken elsewhere and killed? Some believe she disappeared in Burton, Ohio. The answer has never been found. Several weeks before the home was to be torn down it mysteriously caught on fire.



*Radcliffe home on Kinsman Road on fire just before it was to be torn down in 1971.*

Under the direction of Chief Vild and during the next ten years, the Fire Department purchased a variety of new equipment. In 1974 when the department gained its full-time staff, it had three pieces of equipment: the 1953 Ford which was a work horse, the 1966 LaFrance Hook & Ladder that developer Albert Lavin contributed, and a 1969 American LaFrance pumper. In 1978 the

department took delivery of a 1978 American LaFrance Pumper, a more modern looking truck then known as a Pioneer Model.

As the fire department only gradually approached modern standards, it is interesting to note that the garage doors of the fire station on Richmond Rd. at Fairmount Blvd. were not always set up as they now appear. When the Village Hall was first built in the mid 1920's, there was no fire department. In the 1940's when the volunteer department was formed, the 1917 LaFrance was parked in one of the two "bays" that were underneath the original portion of the Village Hall. Today those two bays still exist; however, the doors do not touch the ground. Due to a change in the grade for the addition made later, the doors are about a foot off the ground. When the north wing was added to the Village Hall in 1961, the fire department moved into the new lower level. However, the doors were not the three that are visible today on the east side. There were two doors on the north side. When the new City Hall was built next door, the grade changed on the north side of the fire station. With the 1966 Ladder truck at Station 2 on Chagrin Blvd. the long bays were no longer necessary and the need for three doors increased. Therefore, about three feet were added to the East Side of the building and the three present doors were installed. This is apparent from the mismatch of brickwork where the original two doors had been at the north side of the building.

Prior to 1977, the Police Department with a fleet of pea green Pontiac station wagons handled Beachwood's rescue service. However, there was a growing trend in Ohio to turn the rescue work over to the fire departments and train the fireman to be paramedics. In 1976 a close friend of Mayor Zeiger donated \$50,000.00 to the city for the purchase of a GMC rescue squad and the training of several fire fighters so they could be certified as paramedics. Zeiger's friend had one stipulation. No one other than the three people ever knew who the anonymous donor was. That was until the mid 1990's, when the donors finally went public with their contribution. The committee to evaluate equipment and develop the program consisted of Zeiger, Chief Vild, and councilman Larry Small. By September of 1977, the squad was delivered. Several days after being put into service, Councilman Larry Small was at a baseball game where a flying ball struck a young man named Robert Zimmerman. Small knew exactly what to do: he called the Beachwood paramedics. Today the Beachwood Fire Department responds daily to many calls making it one of the busiest departments in the area.

Beachwood Police Chief Tom Sexton retired in 1974. Sexton had joined the department in 1947 and served as Beachwood's third chief since the Village was incorporated in 1915. Sexton watched Beachwood grow up around him. When he started he knew every family in the village; after all, there were only about 50 families in 1947. Long time Beachwood resident Virginia DeSantis remembers "when Tom Sexton drove by you knew you were living in a safe community." Chief Sexton also owned the SOHIO gas station on the northwest corner of Cedar Rd. and Green Rd. where the Pro Care is now located. When the Chief retired he moved to Florida and spent much of his time playing golf with his friend and mentor, former Police Chief Johnny Havel.



*1966 American LaFrance Hook & Ladder*

Replacing Sexton was not easy. After all, he had built the foundation for one of Ohio's finest Police Departments. In mid 1974 Mayor Zeiger appointed Ben Collins to the position of Chief. Collins had joined the force in 1952 after spending two years with the University Heights Police Department. Collins remembers the early days of his career when Shaker Heights dispatched their calls in the evening. At that time, the dispatcher did not need to give the address because they knew where everyone lived in the Village. One of the cases that Collins remembers was the call in 1966 by a Rexway Road resident who informed the police that he had heard a gun shot. Upon his arrival, police officer Donald Cunningham found William Haslem, the son of a Cleveland police officer, stuffing the body of well-known Sam Caputo into the trunk of a car. Haslem was sentenced to the Ohio Penitentiary for the murder of Sam Caputo but escaped a year later. Collins retired in 1977 and relocated to Arizona. Keep in mind when Collins started in 1952 Beachwood's Police Department consisted of five men. When Collins retired there were twenty-eight men in the department. Today the department boasts that it employs a contingency of over forty. John Joyce, who subsequently retired in 1980, replaced Collins. Joyce had joined the department in 1965. With the departure of Joyce, the position of Police Chief went to Robert Abrams, who had joined the department in 1964.

With the continued and consistent migration of people of the Jewish faith to the eastern suburbs, the need for several congregations to be built east was growing. Some, such as Heights Temple of Cleveland Heights, relocated to Fairmount Blvd. in Pepper Pike. A new temple was built for Rabbi Horowitz's congregation on Shaker Blvd. west of Brainard Road also in Pepper Pike. That congregation was once known as Brith Emeth and is now a part of Park Synagogue, which is based in Cleveland Heights. The Brith Emeth structure is now known as "Park - East," which is used for a variety of religious functions.

In December of 1968, Beachwood City Council endorsed the construction of "The Temple"-Tefereh Israel - to be built on eastbound Shaker Blvd., just east of Richmond Rd. This building would be known as the "branch" of the Temple located on East 105th at Ansel Road. While the new location was much more convenient for the congregation, the older location had a distinctive domed architecture that could not be replaced and which the Council did not want to give up. While there were plans to move the dome to the new location, the cost was prohibitive.

Today the congregation is successful in using both facilities. It should be noted that The Temple is located on the land that was once the Marous Farm and the controversial site where a shopping center was to be built. The groundbreaking was held early in the spring of 1969.



*The groundbreaking for The Temple Branch" Left to Right. Lionel Greenbaum co-chair of the fundraising committee, Charles Evens, Chair of the Building committee, Robert Deutch, co-chair of the fundraising committee, Bud (Max) Eisner, president of the Temple, Ernest Siegler member and contractor.*

April of 1968 brought Beachwood its third nursing home. (The First Slovak and Beach Haven facilities were built in the late 1950's and early 1960's). Preferably described as "a center for aging," Menorah Park, which was formed in 1906 at Orange

Ave. and East 40th , moved to Beachwood. The home was created when Orthodox Jews felt the need for a home that followed stricter religious rules than that provided by The Montefiore Home. Menorah Park was first known as the Hebrew Orthodox Jewish Old Age Home. When in 1940 it was relocated at 726 Lakeview in Cleveland, the name was changed to the Jewish Orthodox Home.

The land on which Menorah Park is located is the land that the Jewish Community Federation of Cleveland purchased in 1965 - a purchase conditional on the landowners annexing themselves to Beachwood from Pepper Pike. Prior to the purchase Menorah Park's land acquisition included 37 acres. The Bemis family, who operates a well-known floral business in South Euclid, owned a good portion of that land. For many years the majority of the land stood barren awaiting further development.

In 1978 Menorah Park opened what was to be called Menorah Towers, which is an independent living center with 207 apartments. Prior to its opening, the name was changed to R.H. Myers. He

was one of the founders of Menorah Park in 1906. His son, David N. Myers, has been very active within the Jewish community and was concerned about the needs of its aging population. This building has an interesting story. It seems that it was built eight feet too close to Cedar Rd. That is, the footers were poured 8 feet north of where they should have been. The mishap was not discovered until the brickwork had started. Apparently the design had already been given a seven-foot variance. Still, this did not sit well with Mayor Zeiger. Zeiger was out-voted four to one by the Planning Commission to permit the mistake to remain. The R.H. Meyers complex is not a nursing home; residents are largely on their own, though one meal a day is provided in a communal dining room and housekeeping is also available.

In 1976 just east of The Temple Branch, another Judaic building was under construction. The original intention for the building was the joint home of The Cleveland College of Jewish Studies and the Bureau of Jewish Studies. For a variety of reasons, the Bureau of Jewish Studies decided not to relocate into the new space. This left the College with space they could not use. At the same time, a new Jewish day school known as Agnon was looking for a permanent home.

Agnon had been founded in 1969 by a group of Jewish leaders dedicated to excellence in academic and religious education. The school is named in honor of S.Y. Agnon, the first Israeli to win the Nobel Prize for Literature. Agnon's founding members included Rabbi Mordecai, Haniti Schreiber, Linda Ellett, Robert Goldberg, Simon and Ziona Kadis, Gene and Marilyn Macroff, Aviva Orlan, Peter and Aliko Rzepka, and Walter and Beth Schaffer. Prior to their move into their permanent home at 26500 Shaker Blvd., the school used the classrooms at Brith Emeth in Pepper Pike. The school is currently under the direction of Ray Levi Ph. D., who is known by the students as "Ray." In 1996 the school took on a new look with a \$5 million addition.

As mentioned earlier in this book, The Centenary Methodist Church had been built in 1884 on the north side of Fairmount Blvd. just west of Richmond Rd. The stone foundation came from a small quarry located on the Bleasdale farm now the site of the closed Sunny Acres Hospital. The church was the regular gathering place for the community from its inception until the mid 1930's. The membership grew until the 1950's when the community transformed itself into a neighborhood of young Jewish families. In 1973 the church rented out the building to Rabbi Kahan's congregation, the "ETZ Chaym Congregation," for use on the Jewish Sabbath. An additional tenant for the church in the late 1970's was the Diet Workshop. With the death of the Church's lay Reverend Horance G. Ebersole, it was evident that the church building use as a church was coming to an end. The active membership was limited to a handful of people, many of whom were descendants of the first settlers in the area and founders of the church. The remaining members included James Kline, Lee Kline, Ruby Corlett, David Faunce, Cliff Soper, June Ebersole, Dorothy and Russell Elkin and Willifred Rolland. On August 4th of 1980, the trustees of the church met and voted to sell the church, and merge their house of worship with the North Mentor Methodist Centenary Church. While Rabbi Kahan's congregation had made an offer to purchase the church, a more favorable offer by the City of \$70,000.00 was accepted. The last service and a fellowship dinner were held September 21st, 1980. When the deed was transferred to the city, all deed restrictions were eliminated, allowing the city to do as it pleased with the property.



*Photo of Centenary Church in 1945.*



*Rev. Horance Ebersole and Rabbi Kahan in front of the Centenary Methodist Church on Fairmount Blvd.*

In September of 1977, The Chapel was built on a sliver of property west of I-271 between North Woodland Rd. and Fairmount Blvd. The Chapel was affiliated with the Evangelical Free Church of America and was composed of non-denominational Protestant membership. In November of 1986, Shaaray Tikvah, a conservative synagogue, purchased the property.

### **Commercial & Retail Development**

From 1965 to 1980 there was not a day that went by that some type of construction was not going on inside Commerce Park. At the same time Chagrin Blvd. was becoming the "hot spot" for office buildings. In 1966 long time Beachwood residents Kenneth and Howard Young built "Building One" of Commerce Park Square. Prior to this venture the Youngs had built many homes in Beachwood, with a high concentration in the Fairmount Park Estate development. Known as 23200 Chagrin, the project was originally planned as four buildings known as Building One, Two Three and Four, and was consequently named the "Square." When the project was started, zoning regulations limited the height of buildings to three stories. At the same time, the need for adequate parking was an issue for city planners. This provided a challenge and an opportunity for the Youngs. Over the years the land had been used as a landfill and needed to be cleaned up. In lieu of refilling the land with clean soil, architect Bill Dorsky designed the first three buildings with an underground garage under the front lot, allowing the appearance of only three stories at the street level. The lower level basement has windows on all four sides and overlooks a landscaped, park-like setting. This allowed the developer to have space for lease in a four-story building as opposed to a three-story building with a fully exposed basement. In 1968 Building Two was completed and in 1971 Building Three was completed. In 1971, the height restrictions were changed; a larger footprint was used, which resulted in the construction of a nine-story building known as "Building Three". In 1983 and 1988 Keva Kekst was chosen as the architect for the remaining buildings known as "Four" and "Five." Ultimately, when these remaining structures were erected, the garage was expanded to surround the complete complex. Today these five buildings continue to be considered the gateway to Beachwood's Commerce Park.

In 1968 the first of three buildings were built on land owned by Zehman - Wolf Company on Chagrin Blvd. The first building built was Chagrin Plaza East. It sat on top of a nine hundred car-parking garage. The second building to be built in the development was a matching building known as Chagrin Plaza West. A modern National City Bank building was built between the two 3 story office buildings. Original plans also called for a building in the rear of the property; however this has not yet happened.



Beachwood achieved a new level of notoriety in 1968 when it was issued its own zip code and post office. The city had been divided among its neighboring communities' postal codes. Now its designated zone was 44122. Like so many government endeavors, naming the post office took shape as a political problem. The postal officials thought it should be called the Warrensville Township post office. When Beachwood's leadership heard about this, a quick resolve of the matter was in order, and the name was changed to "The Beachwood Branch" before the first shovel of soil had been turned.

The need for a post office resulted because of the growing number of businesses that chose to locate within Commerce Park. By far, the largest employer in the area was the World Headquarters of Fabri-Centers of America better known as Jo-Ann Fabrics. Designed by Keeva J. Kekst, the \$2.5 million building consisted of 106,000 square feet of warehouse and 34,000 square feet of office space. At that time, Fabri-Centers had 166 stores in 28 states and has since grown to 936 stores in 48 states. The distribution center in Commerce Park was opened in the spring of 1970 and expanded many times before the company outgrew its space and relocated to Hudson in April of 1990. Today Fabric-Centers is the leader in retail marketing of both fabrics and crafts in the United States. It is interesting to note that Fabri-Centers current chairman of the Board, Alan Rosskamm grew up in Beachwood and graduated from Beachwood High School in 1968. In fact many of today's local and international corporate leaders are homegrown Beachwood graduates. (see chapter 8)





*Groundbreaking for Fabri-Centers' new distribution center at 23550 Commerce Park Road. September 1969. Left to Right Leonard Krill, Contractor, Keeva Kekst, Architect, Martin Rosskamm, Fabric Center President, Mario Frato, Building Inspector, John Havel, Police Chief, Harvey Friedman, President of Council.*

As Chagrin Blvd. near the new super highway (I-271) developed into a Mecca for retail establishments in 1962, the Beachwood City Council was cautious about what was allowed and what was not. Clearly Chagrin Blvd. was not going to look like Pearl Rd or Northfield Rd, which were littered with fast food restaurants and discount stores. However, there was some common sense to the zoning that was put in place for Chagrin Blvd. from the highway west to Richmond Rd. This move allowed for gas stations, hotels, and auto dealerships. In 1962, Chrysler purchased the land on the north side of Richmond Rd., three hundred feet east of Richmond Rd. Herbert Giesler, the former Police Chief of Beachwood, had owed this land. Giesler purchased the land in the late 1940's and built a modern two-story home. Chrysler's lucrative offer was one that he could not turn down. Consequently, in 1962 the house was burned down by the Beachwood Volunteer Fire Department at the request of the new owners, Chrysler, and a modern Chrysler - Plymouth auto dealership was built in 1965, by the name of Shakerwood Chrysler-Plymouth.



*Giesler home Circa 1950 on the north side of Kinsman Rd.*



*Commerce Park 1971*

Beachwood finally developed its first shopping center in November of 1969. While it was not the \$20 million center Lavin or Ratner had planned, it was a shopping center nonetheless. In 1961, Albert Lavin had obtained permission to build a simple bank building on Richmond Rd. just south of Cedar Rd., which would be the home of his Beachwood Savings and Loan. For several years it stood all by itself and was a basic brick building. After a considerable period of time, a small addition was made to the north side of the building. Then in 1968, James W. Male, the President and CEO of Parkview Federal Savings and Loan acquired the bank and the property from Albert Lavin. Male quickly converted the bank to a branch of his successful and well-respected Parkview Federal. If one were to stand in the parking lot in front of the bank and look south, they would see a set of steps leading to the yard of the first home south of the shopping center. These steps were placed there for the convenience of the bank manager Jim Male's brother Jack, who happened to live in that house. Male also constructed a major addition and called it "LaPlace." This shopping center, with its New Orleans type of court atmosphere was different from any other. LaPlace featured approximately 24 upscale retailers, as well as a gourmet supermarket opened by Chandler and Rudd, and a drug store known as the Beachwood Apothecary, which was accessible from the outside and was next to the bank. One of the features of the building included a community room that was available for local civic organizations. This was located on the lower level where the Ho-Wah restaurant is currently situated. The small center and the quality of customers that shopped at LaPlace had a lot to do with the development in the area. The crown jewel for Male's LaPlace was the Inner Circle Restaurant. Located on the main level, it was a class act as one of the East Side's finest restaurants. Without a doubt, LaPlace's refined character influenced and set a "Beachwood Standard" for the other commercial and residential structures on this corner. Unfortunately, while the shopping center had class, it was not a financial winner. Subsequently, in 1978, the center was sold and a second major addition was put onto the East End of the building along with an extension to the front entry. With additional space several well known "brand name destination stores" were added.



*Aerial view in 1968 of the Holiday Inn and Holiday Drive.*

The next major project for Beachwood was the development of Orange Place. This road is located in both Beachwood and Orange Village. As the opening of I-271 marked the nation's overall growth in highway usage, the corners near highway exits were a hot commodity for developers. I-271 and Chagrin was no exception. In 1968 Beachwood had inaugurated the opening of the Holiday Inn on the corner of Chagrin and Holiday Parkway (now known as Park East Drive) By October of 1971 a new Holiday Inn was being built in Beachwood on Orange Place. Several years earlier in 1967, B.C.D. Land Company had planned a Statler Hilton for the property. The investors of that company included Ervin Brown, Carl Cultrona, and John Drotos. However, like so many development projects, it simply did not happen. This new Holiday Inn was owned and operated by Edward J. DeBartolo, a developer of many shopping malls, who owned several Holiday Inns in the area. The Holiday Inn at Holiday Parkway (now Park East) became a Sheraton, and for a short time had been know as the Beachwood Inn and the Beachwood Quality Inn before taking on its current Radisson name.

In the fall of 1973, ground was broken on Chagrin for Beachwood's second shopping center. While it is not the mega-center Beachwood had earlier planned elsewhere in the community, it was close to what the Regional Planning Commission's original 1958 recommendations were for this site. This shopping center, known as "Pavilion," was marketed as a high-fashion mall. The center struggled from the day it opened. While there was a healthy population of upscale shoppers who lived and worked in the area, the neighborhood already had LaPlace and, further east in Woodmere, Eaton Center, which had just opened as a high fashion shopping center. Although one of the first tenants at Pavilion was the notable Swensons Ice Cream Parlor, it lasted only a few years. At the west end of the shopping center was a Pick-N-Pay later known as Finest supermarket. It was marketed as an upscale gourmet supermarket. This gourmet store ultimately outgrew its space and relocated into the expanded center when a new strip center was constructed in 1993.

In August of 1978, the mega-shopping center finally became reality when Beachwood Place Mall opened. This would be Beachwood's crown jewel. The center was built by the Rouse Company of Maryland, and so was designed in the typical upscale Rouse style. This mall was entirely different from its contemporaries. It was smaller than most and had only two department stores: Higbee's and Saks Fifth Avenue. This was Sak's first Ohio store. The Mall was known as

a fashion mall, meaning the department stores did not sell hard goods such as furniture or appliances. The entire facility was upscale and blended well into the surrounding environment. Its design was much different from the 1950s style shopping center Albert Lavin had once proposed for the land. The two level center included a food court on the lower level, and an upscale restaurant on the second level.

In 1977 the last major tract of land on the south side of Chagrin was ready for development. The majority of the buildings on Chagrin were multi-tenant buildings. However, the building at 23700 Chagrin would be the \$10 million technical center and headquarters for Master Builders, a company founded in 1909 by Sylvester Flesheim. Best known for manufacturing additives for concrete, for many years the headquarters were located at Lee and Mayfield Roads in Cleveland Heights. Today after several take-over fights, it continues to be a leader in building products and serves as one of Beachwood's larger employers.

In November of 1977, plans were presented to Council for the Mt. Sinai Medical Building at 26900 Cedar Road. If approved the land would be purchased from Forest City by three partners, David Goldberg, Bart Simon and Paul Katz. Several years earlier in 1972 the trustees of the land, Paul Lipman and Norman Milstein, had planned to allow Forest City to construct a nine-story medical building on the property. The City had rezoned the land from multi-tenant to medical office usage for Forest City, with the stipulation that the building be only three stories, and that there would be no outpatient services or clinic in the building. Though initially known as The Acacia Medical Building, Forest City was unable to find tenants for the proposed site, and was forced to drop the idea. Several years later Bart Simon and Paul Katz had an option on the land at the northwest corner of Richmond and Chagrin, and likewise had intended to build a medical building. When it was realized that this site was too small for the growing need for medical office space the investors traded the option for the land at 26900 Cedar. Initially the November 1977 presentation to council was viewed negatively by council and by then Council President Harvey Friedman. There had been a serious increase in traffic, the mall had opened next door and residents on Penshurst and Twickenham Rds. were concerned about increased traffic as their dead-end streets were being extended to Richmond. While the building was called the Mt.

Sinai Medical Building, it had no financial relationship with Mt. Sinai Hospital. However only those Drs. with privileges at Mt. Sinai were accepted as tenants.



*August 1978, Groundbreaking for the Mt. Sinai Medical Building at 26900 Cedar Rd. Participates includes. Marice Saltman, Mayor George Zieger Dr. James Katz, Paul Katz, Bart Simon, City Council President Harvey Friedman, Dr. Sanford Arons, Dr Malcom Brahms, Max Friedman, Dr. Beldon Goldman, Dr. Victor Vertes, Julius Paris, Mort Epstein, World renown Dr. Seymour Liebermann, Dr. Stuart Markowitz*

From 1965 to 1980, Chagrin Blvd went from a street with no sewers to an office builders' paradise. Leasing agents were lining up to handle all of the new and potential businesses they could find to relocate in the city. In the late 1970's many businesses were driven from downtown Cleveland for a variety of political and economic reasons. Clearly, Beachwood was one of the places that many found desirable. As the city entered the 1980's, it was in the position to furnish its residents and the businesses a solid community, rich with the dollars necessary for continued economic development. The next step would be convincing the governor to spend the funds necessary to widen Chagrin and Richmond so traffic could enter and exit the community with an added sense of order.

## **BOOM. BOOM.**

Like any other city, Beachwood has had its share of bombings. In March of 1975 Richard Moss, who lived at 24728 Letchworth, came out to his car and found a small box by the garage door. Thinking it was for his wife Roberta, a Violinist with the Cleveland Orchestra he yelled for her to come get the package, and as she came to the door it blew up in his arms. He was killed instantly. Apparently Moss and his brother Stanley owed a lot of people money. One of his creditors decided to scare him and placed the bomb there with the intention of it going off in the middle of the night. Unfortunately, due to the cold weather the detonator froze and did not go off until Moss picked it up. While the police were able to determine who did it there was no evidence to charge him with the crime.

George Cicero, the owner of American Office Supply Co., was unhappy with the way the world was going and decided to bomb Fairmount Elementary School. Apparently, local law enforcement agencies were looking for the person or persons responsible for bombing several schools in Cleveland along with a few adult bookstores. On the night of August 1st. 1978 Cicero

placed a bomb at the school at approximately 10:30 p.m. At the same time patrolman, (now Lieutenant) Gordon Fuchs was on his way down Fairmount Blvd. to assist on an ambulance run when he saw a car leaving Fairmount Elementary School. Being the observant, intelligent law enforcement officer that he is, he knew there was nothing going on at the school that night and wrote down the license plate number. Several minutes later a bomb went off in the front portion of the school. The explosion was heard as far as Geauga County. The bomb caused over \$100,000.00 in damage.

As police arrived many people wanted to survey the damage and gawk. Included in the group of gawkers were school board members who had come to survey the damage. The police were concerned that there could have been another bomb in the school. Council President Harvey Friedman, who was acting mayor at the time because George Zieger was out of town, exerted his powers as the chief commander of the safety forces. He instructed school officials that they would be restrained if they entered the building. An additional reason to keep people away from the building was the possible contamination of evidence.

Within two hours the police had staked out the bomber's apartment in Warrensville Heights. Then rookie patrolman Mark Sechrist (now Chief) spent 14 hours in an unmarked car outside Cicero's Warrensville Heights apartment, booby traps and a variety of explosive devices were found. This case put Beachwood on the map in the law enforcement community because the FBI, ATF and Cleveland police had all been working hard to find the person reasonable and little Beachwood was now the hero of the year.

While Cicero never admitted any guilt he said that he would think the reason one would do something like this was because those who were orchestrating desegregation of the Cleveland Schools lived in the suburbs. Cicero was sentenced and served 15 years in prison. In 1980 after finding his way with the Lord, he sent Fuchs a Christmas card with a handwritten message that read "Add my name to the list of those congratulating you on the fine bit of police work."

## Chapter 8

### Facing Maturity and New Territories 1981-1997

#### Changes in City Hall Leadership and the Building expands - Twice

In the 1980's Beachwood would see growth in all areas of development, however, the community would also see the loss of two of the people who contributed greatly to its growth. In 1981 George Zeiger retired after serving as mayor since 1962. Zeiger moved to Beachwood in 1951 with his young bride Anita and resided at 23901 Edgehill. They raised two children, Terry and Allen, who was known by everyone in the community as "Smokey". In 1960 Zeiger was asked to serve as Clerk replacing Vincent Hlavin, who had been elected mayor.



*Mayor George Zeiger at his clean and functional desk.*

Zeiger was a take charge man who was respected by everyone. Zeiger projected a sense of authority without having to raise his voice. According to his son, Zeiger had a vision of what the citizens of Beachwood wanted for their community. He was as dedicated to the city and its citizens as anyone could be. During a blizzard in the early 1960's he knew he should be at City Hall. He was unable to get his car out of his driveway so he walked to work. One must remember that in the 1960's the city did not have the staff that it has today so everyone pitched in. On his way up to the City Hall Zeiger found his neighbor and friend, Arthur Marcus, trudging through the snow heading in the same direction. Zeiger's dedication to the community continued until he retired in 1981. Ultimately, George, Anita and both children moved to California. George died two years later in 1983 and Anita passed away soon after.

In 1985 the city would lose another of its "most valuable players". There are very few pictures of Eugene Pesti at ribbon cuttings or at governmental events because he spent most of his time at his desk. Known as "Gene" to all his friends, Pesti started to work for the city as its Finance Director in 1964. Two years later he was given the added job of Clerk of Council. Until that time the job of Clerk had been a part-time job held by a resident of Beachwood. Many former mayors in the 1930's, 1940's and 1950's had first served as Clerks of Council. Pesti was without a doubt a workaholic and took great pride in caring for the community that he served and the dollars that

came through it. The Council and the Mayor never needed to worry about the financial condition or the management of City Hall while "Gene" was there. Beachwood's good fortune to have a top-notch person like Gene ended tragically in 1985. Gene suffered a heart attack at his desk and died. With the departure of Zeiger and Pesti, the City of Beachwood lost a bit of its hometown feeling.

That hometown feeling at City Hall was not only changed by the loss of these two men but also because the city continued to grow at a rapid pace. A new garage for the service department was constructed. In 1986, the massive building that now flanks the north side of the City Hall complex allows space for all of the service department vehicles. On the southeast side of the City Hall a new community center was added. This area now houses the Law Department, the Recreation Department and provides multipurpose rooms that are used extensively for a variety of senior programs sponsored by the Recreation Department. A third component of this addition was a state-of-the-art firing range for our Police Department.



*Taken in 1987. Beachwood Patrolman Bill Balcom and Deputy Chief Don Cunningham take aim at realistic targets in the state-of-the-art firing range. Cunningham joined the department in 1957 when Beachwood had seven full-time officers. After retiring from the department, Cunningham joined the Building Department as a housing inspector.*

In 1992 the City Hall would again expand so that the Police Department could upgrade its jail. Because the laws concerning jail cells had changed over the years, Beachwood's needed to meet the new standards. At the same time a total refurbishing was done to the entire City Hall.

### **Commercial Development**

By 1981 Beachwood's development of Chagrin Blvd. and Commerce Park was just about done. Except for a few parcels on Chagrin Blvd., the larger chunks of land zoned for commercial and residential development had already been utilized and were contributing valuable tax revenue. Beachwood's total property value was nearing \$140 million. The five remaining parcels were: the Science Park area, the land between Pavilion Mall and Fire Station Dr., the land east of Fire Station Dr., the land where Embassy Suites now stands, and the land behind Beachwood Place Mall. As usual, proposing new plans for these parcels ignited battles between the residents, the developers and City Council.

### **The Village**



In 1976, the seven owners of this property got together and started to plan its use. This land had been rezoned in 1962 from residential to commercial so that Albert Lavin could build a mega-shopping center. Therefore, in order to build homes on the land it needed to be rezoned again. With the help of well-known architectural firm Keeva Kekst and Associates and the SWA consulting group a master plan was created.

George Zeiger, Harvey Friedman and Armand Arnson, who was the chairman of the Beachwood Planning Commission, met with the developers in 1976. There were several very broad but stern messages that they sent to the landowners. Zeiger did not want the project to inflict pain on the budget of the city nor did he want it to be a tax burden. Zeiger was very cautious relative to the developers' intentions for the land. Several years earlier the landowners had presented a plan to build apartment buildings, a mall like Richmond Mall, and a strip center with a Gold Circle Discount store. Zeiger was so upset with the Gold Circle portion of the project that he threatened to rezone all of the land to residential, single family homes. Friedman, then President of Council, wanted a complete plan that had one organization leading and guiding the project. Arnson wanted to see many of the designs of the buildings incorporated into the deed restrictions and put into effect at the time the property was subdivided. Essentially he was looking for a uniform appearance within the village. While zoning could have stipulated it, a deed restriction made it as close to concrete as possible.

When the plan was presented to council in 1978 many of the residents did not like it because it only had cluster type homes. One part of the plan was a strip of convenience stores that included a twenty-five thousand square foot Pick-N-Pay Supermarket. This strip was to be parallel with what is now George Zeiger Drive. Ultimately the land was rezoned without the shopping strip. The city made a trade-off with the developer that more high rise buildings would be allowed. This did not settle the issue with the residents because they wanted single family homes which they felt would provide more children for the school system. They also felt that single family homes were in high demand because it was not easy to find a home in Beachwood that was for sale. Council President Harvey Friedman knew why the homes were not selling. No one wanted to leave Beachwood. While there were many empty nesters, life in Beachwood was too good to leave. Therefore, Friedman felt that the developers (Forest City) plan for cluster type homes with a park setting was the right solution. The empty nesters could sell their Beachwood homes and move into The Village. The concept was nicknamed "Step Up". While Friedman tried explaining how this progression of life would stimulate the sale of older homes to new families, the opposition just did not get it. There was an attempt to have a referendum vote to repeal the rezoning change. The process employed to initiate the referendum was determined to be void and the vote never took place.

In 1979 the country went into a financial recession and Forest City, along with its partners, came close to throwing in the towel on the "Village", and were ready to pave simple streets for 220 single family homes. The thought was to simply do what they had done before, develop the streets, sell the land to builders and say goodbye to this project. However, in 1983 the economy had improved and the time was right to start the project as originally planned. Construction was thus started and by 1985 the first resident, Dr. Erwin Raffel, moved in.

Prior to Forest City's departure from this development there was a public punch list that Harvey Friedman required Forest City to complete. This was known as "Promises and Fulfillments" and was printed on a parchment like paper with a gold seal giving the document an official look.

This large tract of land in the Village took many years to complete and in 1996 the last of the townhouses were being constructed just behind a very special place for this author. That place was the home at 2521 Richmond Rd. where the Kriwinsky Family had once lived. It was in this home that I first started to learn about Beachwood. In the summer of 1973 I worked at Musicarnival, a theater in the round under a tent in Warrensville Heights, selling hot dogs and lemonade. It was there that I met Jan Kriwinsky. Working at Musicarnival was a second summer job for both of us. I worked at McDowell Wellman's print shop during the day and Jan worked for Max, Gene and Mike Zimet during the day doing landscaping work. Max was known for being one of the finest landscapers in the area. Jan was responsible for installing the sprinkler systems and often would finish them up on the evenings that we did not work at Musicarnival. Many of Jan's customers were in Beachwood and Pepper Pike and hanging around with Jan I got to know Beachwood. For the next 6 years I became a part of the Kriwinsky household. Jan's older brother Mark was off at college and at the time. Jan's younger brother Paul, his sister Kathy and I became close friends. I can remember running around in the woods that now make up the "Village" and shooting off firecrackers with Paul. I also remember that Mrs. Kriwinsky would make Mr. Kriwinsky what I would describe as the greatest bowl of french onion soup in the world.

In 1978, with all the children off to college the Kriwinskys moved to Winchester, Virginia to be closer to a business that they owned. I remember the day that they moved. I stood in their driveway for about an hour pondering the next phase of each of our lives. Several years later Mrs. Kriwinsky moved back to Beachwood. Like so many others who had left the area, when the decision was made to relocate back to northern Ohio, Beachwood was the only logical choice. The house had been bought by Forest City Development and sat empty for many years until 1995 when the current owners bought it and renovated it. Today Mark is my dentist, Jan is a pediatrician, Kathy is a paramedic and fire fighter in Florida, and Paul is a scientist.

## **Science Park**

In 1985, although one would not know it from the way the land looks, a church and home once stood on the southeast corner of South Woodland and Richmond Rds. Little is known about the church except that it is was a Catholic Church and was mentioned in several early documents relative to Warrensville Township. Next to the church was the home of Fanny Wilcox Cowle and Richard Cowle. Richard and Fanny had two children, Mary and William. William was a bachelor who built a farmhouse at 2871 Richmond Rd. on 25 acres he had bought in 1900. This home is now located across from the Beachwood Library. William Cowle was actively involved in Beachwood's early development and served on the school board from 1922 to 1928 and on the Village Council from 1930 to 1940. Mary married John Sayle, who had grown up on his family's farm on the south side of Fairmount Blvd. near Belvoir Blvd. in Shaker Heights. Richard and Mary had three children: Theron Wilcox, Gilbert Edward and Norman Richard. Norman worked for the Shaker School System for many years and went on to be the Mayor of Willoughby Hills in the 1950's.



*1874 Cowle residence just south of the church on the southeast corner of Richmond and South Woodland Rds. Seated are Fanny Wilcox Cowle and Richard Cowle. The name of the women standing and the dog are unknown. The photo is courtesy of Theron Sayle.*

It is unknown when the church and the home were torn down; however, the Cowle family sold the land in 1920 to the Van Sweringens. Luckily they got cash for the land. William sold his land further north to the Van Sweringens, except for the plot his home was built on. This home is still located at 2871 Richmond Rd. The Cowle farm fronted Richmond Rd. and consisted of part of Shaker Blvd., Hurlingham, and Bernwood all the way back to Brainard Rd.

The Cowle land has remained idle ever since it was sold to the Vans. Albert Lavin then bought it in the 1950's from the Van Sweringen Land Company when they were charged by the courts to dispose of all their assets. The land then became the property of Max Ratner and Milton Wolf.

In 1985 Ratner and Wolf planned to put an office park on the 31 acres. The park would have consisted of four, three story buildings that would have been built on 45-degree angles to South Woodland. This plan had major opposition from the residents in the community. The plan became part of a lawsuit and after two years, in March of 1987, a settlement was finally reached between the developer and the city. The settlement allowed for the rezoning of the land into two different parcels. The front corner of Richmond and South Woodland Rds. consisted of 18.25 acres to be used for construction of a senior apartment complex. The remaining 12.5 acres closer to I-271 was zoned for office building use.

### **Trash, Trash, Trash**

Over the years Beachwood has been thought of as a strategic location for many projects, however, trash has been one that consistently resurfaces. In the 1950's the southern portion of Beachwood (south of Fairmount Blvd.) wanted to secede to Shaker. Shaker was not interested

because it meant educating these rural children. However, Shaker gained a momentary interest when they realized that Beachwood would make a perfect garbage dump. Shaker Heights might have gotten this idea because they knew that at one time several parcels of land in Beachwood were used as a landfill. Mr. George Lungu, who had a landfill and a pig farm from 1927 until 1939, once occupied the land at 24100 Chagrin Blvd. For many years a parcel of land on the south side of Chagrin, at what is now Mercantile Rd. was used as a dump and a truck yard for Bill and Henry Miesz's excavation business. One building that still exists today is their garage, which is now the bus garage for the Beachwood School District.

Shakers Heights' mid 1950's plans for a trash dump and incinerator were refreshed in October of 1960 when Beachwood and Shaker were planning a joint venture. This was first proposed on land where Highpoint Rd. in Commerce Park is now located. The final site selected was on land owned by Mary Fry, which is now known as Park East Drive. The plan called for Beachwood to buy the land and Shaker Heights would pay for the incinerator. Other cities including University Heights, Pepper Pike and Warrensville Heights would also use the facility.

According to former Mayor Vincent " Bud" Hlavin, the Village was running out of space for trash as the Miesz' landfill was quickly filling up. One day Hlavin and Police Chief Johnny Havel went to visit Mary Fry, the owner of 27 acres of land on Chagrin Blvd. After some casual chitchat they explained that the Village would like to buy the southern portion of the land she owned. Her land went from the Park Synagogue Cemetery east to the center of what is now I-271 and all the way south to Harvard Rd. Hlavin and Havel explained to Fry that this would not interfere with the country life she was used to because the winds were out of the west and her farmhouse was north of the intended site. At that point Miss Fry looked up at the weather vane on the barn and made note that the winds were out of the south. This ended any chance of building such a complex. Ultimately, Mary Fry died and the property was developed (See chapter 6).

In 1992 there was a study done by Beachwood to build a trash recycling plant on Green Rd south of the water reservoir on land owned by the City of Cleveland At the time Beachwood did not have its residents sort their trash prior to putting it on the curb for pick up. Instead they paid a higher fee to have it done by an outside service at the dumping facility. This study was done because the cost of dumping and recycling trash was escalating and Beachwood's Mayor Friedman wanted to keep costs in line as the "Tipping" fees from landfill and sorting companies had been escalating out of control. The project was short lived because the City of Cleveland refused to sell off the land, and after a preliminary soil analysis, it was determined that the soil in the area was not conducive to such a project.

In October of 1996 Beachwood trash caught the eye of Beachwood High school student Stephanie Bleyer who wrote an article for the school newspaper "The Beachcomber" exposing the company responsible for recycling the city's trash. Apparently, the city had a contract with Global Waste in concert with Northern Ohio Waste transfer/Recycling station in Oakwood which is a subsidiary of Mid-American Waste. The contract called for up to 255 tons of the waste to be recycled at the dumpsite. Bleyer uncovered that this was not being done. Upon making this determination and publishing these discoveries the city made changes as to how the trash would be handled in the future. The change allowed residents an easy but not required opportunity to

use blue bags for recyclables. The city service department would then collect these bags separately and take them to a reliable source for recycling.

Upon reaching a settlement with the city, Ratner and Wolf provided an option to sell the land to Life Care Systems of Des Moines, Iowa. Life Care was expected to build and sell 280 upscale senior housing units on the western property. Because this was a controversial usage of the land and not exactly what council wanted, several of the council members went to visit a Life Care Center in Pennsylvania. After visiting that center the council felt that Beachwood was getting a top-of-the-line complex. Quoting councilman Martin Arsham "It's the cream of the crop!" One of the conditions to this rezoning was the agreement that the construction would start within two years or the land would revert back to its original zoning. Unfortunately, Life Systems was unable to generate enough interest in the community and the plan never materialized.

The planning for Science Park took hold as early as 1973 when the Regional Planning Commission, under the direction of the very capable Robert M. Parry, took a look at the site and other options for the city to develop a highbred Science Park - Commerce Park. The city wanted to develop a brain center where scientists would be able to develop cutting edge technology for the global community. One thought was to buy up all of the homes on Beacon and Concord and place the new Science Park there. This would have put it adjacent to Commerce Park and remove the only residential area south of Chagrin Blvd. Clearly the land now known as Science Park was the better site. The majority of the land that would make up Science Park was owned by Elmer J. Benes and Central Motors which is owned by the Porter Family.

The first step in developing this office park would be to rezone the land. The rezoning would include the creation of a new classification known as U8A. Similar to U8, this classification required less green space and did not allow for retail sales. The rezoning disappointed Frank Porter, Sr. who was the owner of 30 acres along I-271 and Chagrin Blvd. Porter wanted to develop an auto park, which would have allowed an organized, well-planned mini-community of car dealerships. With the demand for office space increasing, Porter opted to develop the land into an office complex that would complement the city's plans for Science Park. Porter's plans were created with the help of the Architects' Collaborative. This international firm was put together by the world-renowned architect Walter Gropius. Gropius had designed Porter's first major office building, Tower East, (in Shaker Heights) in 1966.

Porter's Beachwood site would be known as "Enterprise Place" and could consist of four office buildings and a premium hotel. In 1986 the first phase became a reality with the construction of Enterprise Place Drive and the first building. There are a lot of buildings in Beachwood, but there is no building that provides such a modern, yet contemporary look, as Porter's Enterprise Place. The building's function, design and art are unparalleled.

Enterprise Place was the first road to be put in, and it was put in at Porter's expense. It only went north off of Chagrin Blvd. to the curb cuts of Porter's Enterprise Place building. In 1988 the city put in the first phase of Science Park Dr. off of Richmond Rd. This road went only as far as the two buildings that were initially built on the corner of Richmond Rd. and Science Park. By 1989 both Enterprise Place and Science Park Dr. were completed and cut through to South Woodland Rd.

By March of 1994 the fifth building in the high tech park was under construction. This would be the new regional home to MBNA. MBNA is a Newark, Delaware based bank known for being one of the largest producers of credit cards in the world. By the beginning of 1995 MBNA had started construction on their second building. Each of these buildings is connected with bridges. One unique feature of the building includes the changing displays of vintage automobiles in the lobby. Today MBNA employs over 700 full -time and part-time employees. This is just one example of the continual growth in tax values that are being generated through the proper planning of the community.

In March of 1997 MBNA received a zoning variance from the city and a building permit to construct their third building. This building matches the first two and have a connecting bridge.

### **Park East Gains an Exit**

While Science Park was developing, Park East Dr. was undergoing its own expansion. The street was originally known as Holiday Pkwy. and was built as a dead-end road. By 1986 the street had been extended south with a small cul-de-sac beyond its original cul-de-sac. In 1986 developers wanted to construct more buildings on the balance of the land that was south of the cul-de-sac. At the same time the city was looking for a way to alleviate the traffic problem of a dead-end street. The solution was a quickly evident. The road was extended and at the new southern point an addition road named Hotel Dr. was built exiting onto Richmond Rd. This allowed for the construction of several additional buildings including a new hotel known as Embassy Suites. In order for all this to work a rezoning of the land was required. There was an attempt to stop the rezoning. This battle ended with little fanfare and Embassy Suites was constructed and opened in October of 1989.

Beachwood has been a desirable place for hotels to locate. This all began with a vision for the future in the late 1950's when the village was preparing its master plan with the help of the Regional Planning Commission. Under the direction of Zoning and Planning Chairman Harvey Friedman, Motor Zones were put into place to allow for hotels and car dealerships. By the 1980's and 1990's every hotel chain wanted a site at the off ramp of I-271 and Chagrin Blvd. With Science Park and Park East filling to capacity, the demand for hotel rooms was growing beyond availability. This is one of the reasons Mariott planned to construct a Residence Inn on Park East. Land that was once home to the Park East Racket Club was cleared with a groundbreaking anticipated by the fall of 1990. Due to an economic dip in the hotel industry and the tightening of funds this project was put on hold until the summer of 1996 when ground was broken for Beachwood's newest hotel.

### **Signature Square (s)**

The only major project in the 1980's not to be challenged by residents was the development by The Goldberg Companies of the Signature Square office buildings. The unique design of these buildings was the work of Cambridge, Massachusetts architect Donald Hisaka, a former resident of Shaker Heights. Originally planned as a five building development, Signature Square One was built in 1986 and the second building was completed three years later in July of 1989. Updated plans include two more buildings. In December of 1996 The Goldberg Companies received

approval for a height variance for building number three. This building with limited frontage would be to the west of the current two buildings. Building four known as Signature Square East is planned for the empty lot east of the two current buildings. As the Goldberg Companies prepare design plans for this fourth building, residents of Bryden Rd. raised concern over a parallel roadway on the property designed to exit along with Bryden Rd. at Richmond Rd. While there was no opposition to buildings one, two and the approval of building three, building four took some compromise. Until a major tenant is found buildings three and four will only exist on paper.

### **Pavilion adds a Strip, LaPlace expands and changes focus**

By 1990 it was clear that Pavilion Mall was not thriving. The concept of upscale mini-malls was not making it anywhere in the country. This was realized several years earlier. In 1986, when Beachwood's other upscale mini-mall underwent a \$9 million renovation which included a parking garage and the addition of retail space on the east and west end of the building. The then current owners of the property called upon Beachwood resident, James Heller, President of Keeva Kekst & Associates (now known as K Architecture) to totally redesign the Mall. Heller had several challenges including keeping shopkeepers open during the total metamorphosis of the Mall. LaPlace had one thing going for it that Pavilion did not, the expansion and redesign did not require any rezoning.



*This picture is taken just west of the Pavilion Mall in 1962. Photo courtesy of The City of Beachwood.*

Pavilion's plans included adding a strip shopping center to the east end of the current mall that included a new Finest Supermarket. As soon as the word got out, the community once again became a battle zone. The city understood the neighbors' concerns. They also knew that the owners of Pavilion were hurting financially. Without the zoning change, the mall could end up a

haven for discount stores. Pavilion Properties and its principal owner, Milt Wolf clearly needed the city's help. The rezoning of the land was approved with a narrow 4 to 3 vote. This sent the Halburton Rd. residents into an organized attempt to place a referendum vote on the ballot that would have allowed Beachwood residents the right to decide the rezoning of the land. That never happened! The petitions were thrown out on a legal technicality.

## **Road Widening**

While Harvey Friedman had many worthwhile projects on his list over the years there were two that he and the people of Beachwood waited long and hard for. That was the widening of Chagrin Blvd. and Richmond Rd. Friedman knew that without Chagrin Blvd. being a four-lane road, developers would resist building on the remaining vacant land. At the same time traffic on Chagrin Blvd. and on Richmond Rd. were bottlenecked every rush hour. After twenty-five years of pressuring and communicating with four Governors, help was on the way. Chagrin Blvd. was finally widened in 1986. Richmond Rd. followed in 1988. When these two roads were finished, Beachwood was ready for the traffic that would be generated with the completion of Science Park and the development of the remaining valuable empty lots on Chagrin Blvd.



*With the help of Council member Ken Krause, Mayor Harvey Friedman cuts the ribbon to the long awaited widening of Richmond Rd. on November 8, 1991.*

## **Beachwood Place Mall Woos Nordstrom**

There was an overriding concern among longtime Beachwood residents that with The Village being rezoned from residential housing to cluster type homes, the land for Science Park being rezoned from residential to commercial and the Pavilion Mall being rezoned from office buildings to retail that their elected officials had gone too far. Clearly this bedroom community was running out of space for new homes, and certainly homes that were in the starter range. This concern has long lasting effects relative to the community's residential values.

In the fall of 1991 Beachwood Place Mall asked for a zoning change for six acres of land west of the mall. Their plan included rezoning the land they owned that fell between the back yard of homes on Richmond Rd. and the mall's west parking lot

from residential to retail. The mall's contention was that we can expand without the use of this land, however, they wanted the rezoning on the six acres to enhance parking and enlarge the



overall complex. The original plan also included removing the seven homes that fell between LaPlace and George Zeiger Dr. Knowing that some of those homeowners would not move with ease the mall wanted the city to use eminent domain to clear the land. This plan caused a lot of people to check the law books and block the whole plan. The mall had been a major contributor to Beachwood's income tax and property tax and an important player in the community but many felt this request was just too much. Rouse, the owners of Beachwood Place Mall, had demonstrated their ability and interest in being a top-notch respectable developer.

### **The History of the Corner and its Value.**

In 1930 The Heights Press, a forerunner of the Sun Press made mention of The Highland Barbecue. Located on the north side of Kinsman just west of Green Rd., this restaurant was a popular spot with golfers at Highland Park Municipal Golf Course. Just east of the restaurant was a Canfield gas station operated by the same owners as the restaurant, mayor Ben Zink and Councilman Herb Giesler. Giesler was also Beachwood's first Police Chief.



*Original Green Acres Tavern and Mel Lindquist's Texaco.  
Photo taken early 1960's.*

By the 1940's the gas station was operated by Mel Lindquist. Lindquist also served as a part time policeman in the Village. The restaurant was known by many names including Horrigan's Tavern, The Highland Park Tavern the Highland Park Haven, and the Beachwood Inn. By the 1950's it was known as the Green Acres and operated by the Benz family. In 1966 the land was ready for a face-lift. At that time the Benz family leased the land to Neil Malamud for a period of thirty years. Malamud then built a new building that housed both a gas station and a restaurant. For many years the restaurant was a popular Beachwood hangout known as the Ground Floor. The Lindquist family continued to operate the gas station until the beginning of 1997. It should be noted that in 1966 the County valued the land and both older buildings at \$26,500.00. Today a Starbucks coffee house built in 1999 anchors the corner.

The expansion plans included 50 new stores and an additional department store. In order for Mayor Friedman to support the plan, Rouse had to assure the Mayor of several things. One was that a world class store such as Nehman Marcus, Lord and Taylor or Nordstrom would be the new anchor. Friedman understood the importance of keeping Rouse content. On March 15, 1993 six of the seven council members followed Friedman's lead and voted for the zoning change. Longtime councilman Larry Small voted against the change. The rezoning did not include the use of eminent domain to procure the seven houses on Richmond Rd. The city was not going to force the owners of these homes off their property.

While the rezoning was approved it was undetermined who the world class department store would be. While negotiations were ongoing for a tenant two things were happening. Rouse continued to purchase as many of the seven homes as they could. This was done for a variety of reasons. One being that the mall wanted the land should they ever need it and they wanted to make sure that those who felt the mall was infringing on their life had the opportunity to sell their home and cash out. Some did and three did not. The other activity going on was a community wide grass roots effort to stop the mall from expanding,

The group known as "The Committee to Preserve Beachwood" was formed with Beachwood resident and Attorney Howard Rossen as the group's spokesperson. At the time Rossen and Martin Berwitt were both running against Friedman for position of Mayor. Petitions requesting a referendum vote by the voters of Beachwood were compiled and submitted to the Clerk of Council, the very capable Carol Vineyard. Without much delay the city, under the direction of Law Director Louis Orkin, said that the filing of the petitions was invalid because it was not given to the City Auditor as written in the city's charter. Beachwood had no City Auditor. One would say that Dale Davis, who was the finance director, would have been the city auditor. However, in July of 1993 the election board ruled that serving the petition to the Clerk of Council was enough to get it on the ballot, according to Director Tom Hayes because the effort made met "the spirit of the law". The matter would therefore be voted on in the general election that November.

City Hall was now in a quagmire. The mayor and the law director took the matter to the Ohio Supreme Court for a ruling. At the same time Council and the mayor were under attack from their constituency. In September of 1993 in a letter to the editor of the Plain Dealer Councilman Ken Kraus made it clear that the council members felt that the issue should go to the voters, and an ordinance (1993-94) introduced such action. However, the Law Director and the Mayor proceeded on their course.

By September 24th of 1994 the case was closed. The Ohio Supreme Court, under the direction of Chief Justice Thomas J. Moyer, voted in favor of the mall. Moyer had actually voted in favor of the residents; however, the majority vote was not in their favor. Coincidentally, this was the same technicality that caused the referendum on the rezoning for the Pavilion expansion to be disqualified.

The Mall (Rouse) got what they wanted. They now had the right to have their land rezoned. In October of 1993 Rouse placed an advertisement in the Sun Press titled "Community Update". It was a letter informing customers of their plans to continue forward on the expansion process. The project was ready for the drawing board with a scaled down version including 40 stores and a yet to be announced anchor department store. The letter was from Paul Schiffer, who was and continues to serve as the Vice-President and General Manager of the mall. While Schiffer was the ugly point man against the referendum he has always been overly responsive in meeting all of the community's needs.

By the winter of 1995 the announcement was made that Nordstrom was opening their first store in Ohio and it would be at Beachwood Place. Harvey Friedman now had for Beachwood what he felt they needed, a world class department store. With a department store dedicated to customer

service as strongly as Nordstrom is, Dillard and Saks chose to remodel and enlarge their stores. Dillard extended their building south and added a third floor that opened in November of 1986. Saks put a new face on their building and did some internal remodeling. The city and the schools would now enjoy additional revenue.

There was still an open issue to be resolved. How does one get a referendum on the ballot? Beachwood's grass roots groups were 0-3. While the battle had been brewing council realized the need to make several changes in the charter and this was one of them. In November of 1994 a vote was placed on the ballot to allow for a variety of changes in the charter. Article IV clearly states that referendum petitions are to be bound together as one instrument and given to the Clerk of Council or the assistant Clerk of Council.

### **Religious Organizations increase their Beachwood Holdings.**

The Montefiore Home for the Aged, located on Mayfield Rd in Cleveland Heights, was looking for land to build a new facility. While Beachwood Place Mall, LaPlace, Menorah Park and the Village had managed to pack a lot of activity into one major tract of land, there was still room for two more structures. One would be Menorah Park's Stone Gardens, which was built in 1994 and Montefiore, which was completed in 1991. Stone Gardens consists of 66 assisted living apartments that are operated by Menorah Park.

Montefiore was started in 1882 when the Fraternal Order of Keshar Shel Barzel wanted to provide a place for the aged to reside and have proper care. Their first location was East 55th and Woodland Ave. The home was originally called "Home for Aged and Infirm Israelites". The name was changed in its second year of existence when Sir Moses Montefiore of England sent the Home a very large contribution. In April of 1917 the home was moved to Mayfield and Lee Rds. It had 45 private rooms. Over the years the Mayfield Rd location served the community beyond its expectations. It was now time to relocate. After an extensive search, Menorah Park sold them 10 acres of their land. This land consisted of gullies and rough terrain. The leadership of Montefiore felt it was worth spending additional money to prepare the land for their new building.

In 1991 the new 240-bed facility opened at the south end of David N. Myers Parkway. This was only after the Cleveland Jewish community supported a fundraising effort that generated \$12.7 million toward the \$22 million facility. The new facility is not only the home to 240 long-term care residents; it also provides short-term rehabilitation. Montefiore also provides an inpatient and home-based hospice program.

### **The JCC and Shaaray Tikvah come to Beachwood.**

After several years of serious study and analysis, the Jewish Community Center decided to locate a second facility closer to the heart of the Jewish community. With many Jews moving to Solon and Bainbridge, Beachwood was becoming a more centralized point. It should be noted that you do not need to be Jewish to belong to the JCC. The JCC is similar (in principle) to the YMCA. The Cleveland Area JCC is the result of the 1948 merger of four agencies that did similar recreational and cultural work.

The JCC is built on land that was once proposed as a shopping center. The courts ruled that the deed restrictions relative to single family housing must be kept intact. However, those deed restrictions were no longer retaining the respect that the courts had earlier deemed enforceable. In fact several years earlier the city had allowed The Temple branch and The College of Jewish Studies to be built on adjacent land.

Prior to the JCC being built there were additional controversial proposals for the land besides the shopping center. In 1976 the Board of Trustees of Cuyahoga Community College were looking to build a permanent structure for their eastern campus. One of the members of the college's planning and evaluation Board was Bert Wolstein. An issue was raised that there could have been a conflict of interest because Wolstein had ties to the owners of the land. The trustees of the land were Julius Paris and William Warren. Over time some of the owners included Max and Albert Ratner, Dominic Visconsi, Robert Lavin and Milton Wolf. There was also an earlier attempt in 1974 by Living Homes Inc. to build 315 units in a cluster arrangement. This would have provided the schools with additional students and added revenue from the increased value of the property. Increased value both to the city and the schools income from the increased value of the land due to its usage. Unfortunately, because the JCC is a tax-exempt organization this would be another piece of land that would not generate any revenue to the city from property tax.

The JCC was dedicated on Tuesday, December 9th, 1986, and named the Mandel JCC after Morton, Jack, and Joseph Mandel and their families. The Mandels have long been major contributors to the needs of Cleveland and its Jewish community. Today the JCC is under the leadership of Robert Cahen.

Over the years the JCC has had several additions, including a wellness center operated by Mt. Sinai Hospital. This facility was initially known as the Annie May Myers Wellness Center. The center was created to serve those in need of physical and neurological rehabilitation. One of the features of this facility includes small aquatic pool designed specifically for physical therapy. Over the years many well-known physical therapist and medical practitioners have worked at the center including the world renowned Ari Weiss.

In August of 1994 the JCC hosted an international event known as the Maccabi Youth Games. This event is held annually. It allows Jewish athletes the opportunity to participate in sporting events under the banner of the Jewish Community Centers of North America. The games were started in 1982 as the future of the Olympics was in question and the threat of increasing anti-semitism created fear that Jewish athletes might not be safe to attend. With over 2800 participates from forty-five U.S. cities and five foreign countries going for the gold, this event was no easy task to plan. However, for the most part it went off with very few problems. Many residents hosted athletes in their homes.

In 1986 the Mayfield Temple, then located on Lander Rd. under the direction of Rabbi Shtull, relocated to Fairmount Blvd. It was at this time that the name was changed back to its original Hebrew name, Shaarey Tikvah, which translates in English to "Gates of Hope". The land and building had belonged to The Chapel, which is now located in Bainbridge and is known as Parkside Church.



*Nov. 1986, Doron Holzer, Fred Messing, Alvin Lewis, Rabbi Jacob Shtull and Judy Holzer were just some that marched from Lander Rd. to the new location of Shaarey Tikvah.*

In May of 1993 Rabbi Shtull retired and the leadership was turned over to Rabbi Gary Robuck.

### **Residential housing continues - New Condos and New Streets**

While "The Village" was becoming reality more condos were being built in other parts of the community as the demand for new housing of all types continued. In June of 1984 ten new condominiums were under construction on the southwest corner of Richmond Rd. and Fairmount Blvd. Known as "Ten Courts", this complex would fill up quickly. That land had sat idle for at least 60 years. At one time it was part of a farm owned by Burt Truscott who was a Beachwood councilman in 1919. Mr. Truscott had operated a cider mill on his property. It is thought that at one time there was a riding stable known as "The Beechwood Riding Club" on the property. The following year 49 cluster type condominiums were built on the southeast corner of Richmond Rd. and Fairmount Blvd. This was the property once that had been owned by the Catholic Church. Several people had owned this land after the church sold it before Ken Sacks finally developed it. In 1981 one of its prior owners Herbert R. Chisling, Jr. wanted to build a four story apartment building that would match the one on the north side of Fairmount Blvd. These condos like all the others being built in the community sold quickly and continue to increase in value.

The 1980's also brought several new streets to the community using the last portions of farmland. On the south side of town Woodside was being put in. The section from Letchworth to Sulgrave came first and then the cul-de-sac west from Sulgrave was put in. Longtime Beachwood resident and councilman Martin Rini was put in running east off of Hurlingham Rd. and ending just prior to I-271. Beachwood's longtime resident and developer Archie Drost had owned this land. Hurlingham Rd. resident Mrs. Allyn remembers a creek running under Hurlingham Rd. onto what is now Bernwood Rd. and exiting south towards Shaker Blvd.

The 1980's also brought new roads to the north side of town. B&W Builders built Orchard Way and Margo Court. This land had once been part of the Kerruish farm. The Kerruish farmhouse is still standing at 2270 Richmond Rd. In 1987 T&C construction developed Meadoway Dr., off

North Woodland Rd. This small street was originally planned by the Rapid Transit Land Company in the 1920's. In 1987 Arthur Drive was developed on land that had belonged to Fairmount Temple. While the street is now known as Blossom it was originally named Arthur after the late Arthur Lelyveld, the Rabbi at Fairmount Temple. It should be noted that Lelyveld was alive when the name change occurred. The last residential street to be developed was Timberlane Dr. from Brentwood Rd. to Green Rd. This street was actually placed on the county records in December of 1923 by the Heister Companies, along with Greenlawn Ave. and Wendover Dr.(then known as Isabelle). The addition of Orchard Way, Margo Court, Blossom (Arthur) and Timberlane Dr. provided prospective homeowners a place to build to be within walking distance to area synagogues.

Finding land to build new homes on in Beachwood is becoming harder and harder. There are no tracts of land zoned for housing other than the land just west of the JCC. While this land is currently deed restricted for residential use, its long-term use for single family homes would be unwarranted because of its size and its isolated location. This leaves only a few remaining lots on Woodside, Blossom and Timberlane.

The only other possible site for new homes would be on Honey Locust Ln. This is a paper street located off the south side of North Woodland Rd. and runs parallel with Allen Dr. This street was put onto the city's map in the early 1990's without the approval of all the land owners. It would have needed to exit onto North Woodland Rd. or Fairmount Blvd. Without the purchase of the land fronting one of these streets this road and the lots on it are landlocked and with little value. Clearly, the road's dedication by the city was done premature of any agreement by all the parties needed. In 1999 the city entered into an agreement with the land owner on North Woodland that would preclude the city from allowing the land access through the current owners' lot as long as the land stayed in their family.

owned a majority of the land west of Sulgrave. This road was originally known on the plat books as Falkner and crossed Bryden.

The early 1980's also brought the last of the original Van Sweringen streets to be put in. Known as Bernwood this street had been planned as part of the Van's Subdivision #33 also known as block 4 of the "Shaker Country Estates". Original plans called for this street to start at Hendon and cut across Annesley and Hurlingham, east and across Brainard Rd to run parallel to Gates Mill Blvd. and ending just west of Lander Rd. at Fairmount Rd. However, a much simpler street

### **Harvey Friedman's Quest for More Land (for Beachwood)**

Beachwood's interest in acquiring or annexing the land known as Warrensville Township had been an on again off again issue for decades. Beachwood, Warrensville Heights, Shaker Heights, part of Cleveland, University Heights and part of Orange were all once in Warrensville Township. As these communities incorporated into separate villages only 680 acres remain. The City of Cleveland owns most of the land within the township. The county also owned a small portion along with the U.S. Government. Its residential community consists of 159 homes on several short streets between Northfield and Warrensville Center Rds. The land has been in the Warrensville School district since the incorporation of Warrensville Heights.



*Aerial photo of Highland View Hospital in Warrensville Township on land that would become part of Beachwood. Taken Approx 1996*

The history of the township dates back to 1912 when the City of Cleveland established Cooley Farm. This farm was established initially to give the prisoners in the newly constructed workhouse something to do while paying their debt to society. The food grown there was used within the city's hospitals and its jail. The farms included a piggery, a goat farm for milk, a dairy, a blacksmith shop and a sawmill. By the time the city was done buying up farmland they had over 2000 acres in the township. In 1913 a new Sunny Acres sanitarium was built for those recovering from tuberculosis. While the patients were sick the fresh air and the opportunity to farm, aided in their recovery. Several years later the city of Cleveland built an infirmary to replace the one located on Scranton Rd. Over the years the infirmary has had many additions. In 1953 the large "X" building was built and the name changed to Highland View Hospital. Over the years as medical needs changed, so did the use of these two complexes. Since the 1980's only the Sunny Acres building is used. The County's Metro Health Hospital based on Scranton Rd runs it. The facility focuses on long term rehabilitation. It is the "H" building (Highland View) and several older buildings that are located within the new Beachwood Boundary.

Because this land was far from the center of town, housing was provided for the highly skilled staff. Over the years the housing was turned over to longtime city employees in a supervisory role at either of the hospitals or the workhouse. Some of these structures go back prior to the turn of the century and were farmhouses. One of those longtime city employees and residents was Mr. William Gant. Mr. Gant started as a guard in 1952 and worked his way up to grounds' superintendent for the city workhouse. Mr. Gant lived in several homes in the township. If one wants to know the history of the area Mr. Gant knows it. According to Gant the old clock in the clock tower of the old infirmary is now located at Lakeland Community College in Kirtland. Another longtime Workhouse supervisor that lived in the area was William Cascito. While he was the garage superintendent at the workhouse he was also a policeman for the township. The house he lived in was on Richmond Rd. just across the street from the "Haunted House" north of Harvard Rd. Many of those who traveled Richmond Rd. on a regular basis can remember that Cascito used his own car as a police car and that it was not your usual patrol car. It was a Buick Electra 225 and he often parked it parallel to the road in front of his home. For many of these hard working city employees living out near their work allowed them quick access in case of a problem, and it gave them country living. As the City of Cleveland prepared this land for the Chagrin Highlands' project and the demise of Highland View, many of these buildings have been torn down.



*This service lead by Rabbi David Genuth who was one of Cleveland's long time Judaic leaders. It was held in a revolving chapel at Highland View Hospital on a Friday evening in October of 1960. This room was known as the Chapel of all Faiths.*

Under state law a township and its trustees have limited power to pass legislation to develop the community. Meanwhile, Beachwood was running out of land for commercial development. Therefore, these 680 acres were prime for Beachwood's next move. After all, Beachwood had the financial where-with-all to develop the land. With a substantial amount of money in the bank for construction of roads and land improvements they could, with the right developer, build a premier corporate park. By 1988 Mayor Harvey Friedman was ready to take on the awesome task to put all the players together to make it happen. It should be noted that this was Harvey Friedman's forte. Friedman was an expert at putting all the parties together to create a win-win situation. Without this expertise, many developments in Beachwood would never have happened.

By December of 1988 there were four offers to Cleveland from neighboring communities to develop and share in the proceeds of this land. Because the majority of the land was owned by the City of Cleveland, they had the final say on the how the land would be developed. Beachwood's offer was the best. Beachwood and the City of Cleveland would split the revenue from personal income tax that would be generated for the next 99 years. Warrenville Heights offered 75% for 20 years. Orange had also offered to annex just 94 acres and split the revenue for 99 years.

An additional key player in this deal was someone to develop and occupy the land. Freidman and the City of Cleveland had found a suitor. Figgie International, then a Fortune 500 manufacturing conglomerate, was looking to relocate back into northeast Ohio. They had moved two years earlier from their Willoughby headquarters to Virginia and wanted to return home. Their original plan was to lease all 680 acres of the land from the City of Cleveland and build a 3.2 million square foot world headquarters. Figgie would develop the balance of the land for office, hotel and limited retail space. Figgie's development partner in the plan would be the Richard Jacobs





*L to R Beachwood Mayor Harvey Friedman, and Udris, Director of Economic Development, City of Cleveland, Charles B. Miner, Vice President - Group Services Figgie International presenting Beachwood's plan for the proposed Chagrin Highlands' Development.*

Group. Jacobs was a longtime shopping center developer and the new owner of the Cleveland Indians. This plan was clearly a win-win for all parties involved.

For all this to happen there were several obstacles to overcome and the ball was in the city of Cleveland's court under the direction of Council President George Forbes. By January of 1989 Warrensville had increased their offer to match Beachwood's. Being the dealmaker that he was, Council President Forbes made the decision to allow all of the community to share in the opportunity. On January 28th Forbes held an all day meeting with representatives of each of the communities and Charlie Minor, the Vice-President of development for Figgie.

The deal was as follows:

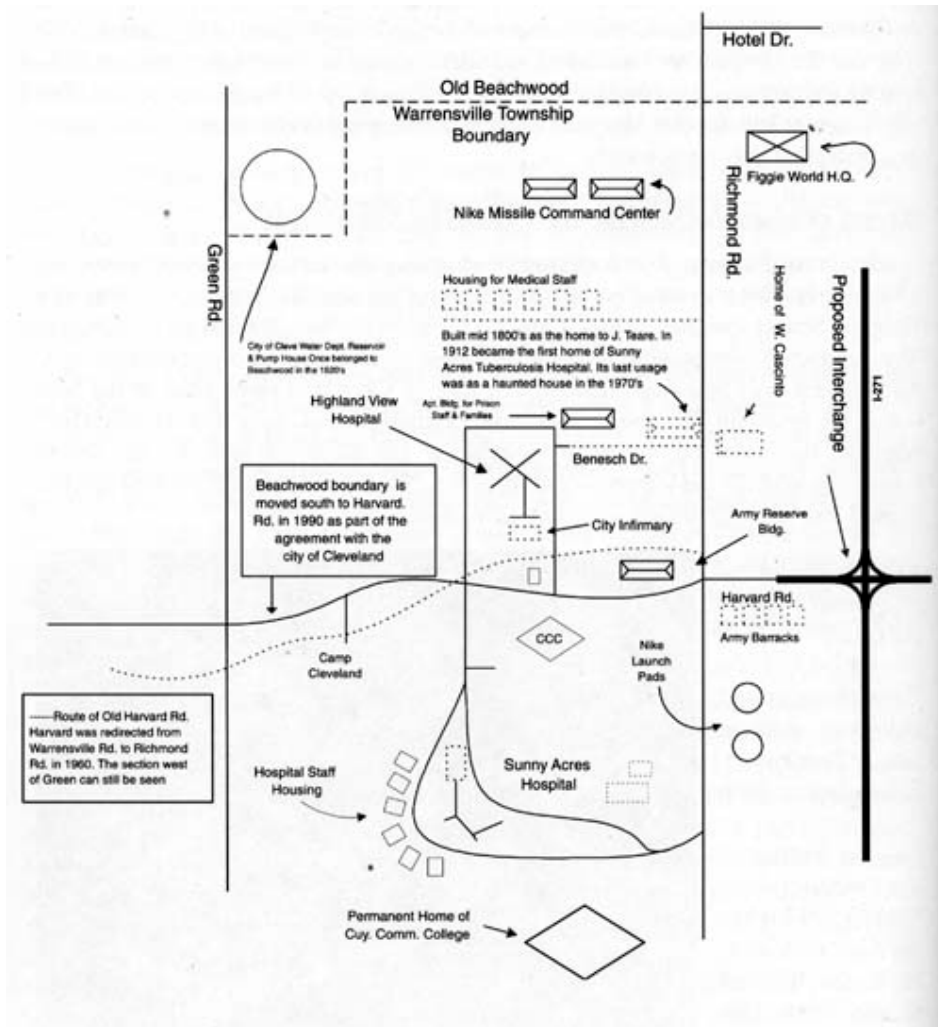
1. The development would be known as Chagrin Highlands.
2. Figgie would build a world headquarters building by a specific time.
3. Beachwood would annex (gain) 405 acres.
4. Warrenville Heights would annex (gain) 60 acres.
5. Orange would annex 95 (gain) acres.

6. The Township would retain 120 acres and petition the State of Ohio to become a Village, known as Highland Hills.

7. All property taxes for education except those from 26 acres in Orange would go to Warrensville Schools

8. Income taxes earned would be divided among the four communities as follows:

- Beachwood would receive 50% of all income taxes in its new territories and Cleveland would receive the balance. The exclusion to this is the land east of Richmond Rd. Income tax from that area would be split with Warrenville Heights.
- Warrensville would also receive 50% of all income taxes in its new territories and Cleveland would receive the balance.
- Orange would retain 50% of the income tax on its new territory, with Cleveland receiving 37.5% and Warrensville Heights getting 12.5%.
- Warrensville Township would retain 50% of the income tax on its new territories



In order for the plan to work there were numerous steps that needed to occur. One would be the incorporation of Warrensville Township as a village. This would then allow the Township to levy taxes. Another prerequisite (mandated by the state) would be the approval of all the municipalities within three miles of the Township. All 20 approved this change except for one. Shaker refused and played hard ball. They wanted part of the action to help support their schools. Shaker held out until after their council and Mayor had been elected in November of 1989.

The second would be a "yes" vote from the voters in Orange. According to the Orange Village Charter the annexation of any land into their community needed to be voted on. This was not a problem and it passed in November of 1989.

The third was the State of Ohio's approval of funds for highway work, which included an exit ramp for I-271 at Harvard Rd., and the widening of Richmond Rd between Chagrin Blvd. and Miles Rd. Without this there would be no way to move the people to and from the 680 acres. In fact, Beachwood's intersection of Chagrin Blvd. and Richmond Rd. had just made the top of the list as the busiest intersection in the county with 63,417 vehicles passing through it daily. This little community now had more traffic per day than downtown Cleveland.

The fourth would be a stipulation by Figgie that the zoning in each of the communities should be consistent so the project would not appear to be in four communities. Beachwood's Mayor Harvey Friedman quickly moved for this approval at a special meeting of the council.

The fifth was the incorporation of the Village of Highland Hills and the relocation of their Police, Fire and Service Department Buildings to land that was within their new boundary. They had been renting space from the city of Cleveland in an old dilapidated building that was now in Beachwood. Additionally, the federal government would need to sell and vacate the land they owned. Their land included the Army Reserves' building on the northwest corner of Harvard and Richmond. A deal was made with the Pentagon that allowed Figgie to have the Army property for free, as long as they could find a new home for the Army and pay for any improvements needed. The new location agreed upon was the surplus Ohio National Guard Armory on Green Rd.

While all of these seemed simple they were not. Highland Hills refused to vacate the two buildings they had used for their Police, Fire and Service Department. Much of the dispute came from a side argument between the City of Cleveland's desire to expand its Highland View Cemetery, which was in the Village. Highland Hills said "no" to the request and the City of Cleveland retaliated by evicting the Village from the two buildings. Clearly, it made no sense to stay in these two buildings since they were no longer in the Village, as they were inside the newly defined boundary of Beachwood. Highland Hills' Mayor Robert Nash had contended that Figgie had promised to pay for a new Village Hall and was unwilling to leave their current space until that was accomplished. In October of 1992 Judge Richard McMonagle gave the new Village until December 1st to vacate the buildings, and Cleveland's newly elected Mayor White publicly threatened to lobby the state to revoke the Village's status as a Village. The Village moved into the Old Shaker House Motel on Northfield and built a simple yet functional Fire Station on Harvard at Warrensville.



*This home was once the farmhouse of William Teare, an early Warrensville Township settler. It was later used as the first Sunny Acres Hospital. Just prior to being torn down in the early 1980's it had been used by local radio stations every October as a haunted house. The building behind the house was quarters for those who worked at the workhouse.*

The other issue that was a problem and continues to be a problem was the State of Ohio's commitment to widening Richmond Rd. and building an interchange at I-271 at Harvard Rd. When the Chagrin Highlands' project was proposed, George Voinovich was the mayor of Cleveland and this was one of his success stories. When he became Governor he made a commitment to build an interchange at Harvard Rd at I-271. He also made a commitment to widen Richmond Rd. from Chagrin Blvd. to Miles Rd. and Chagrin Blvd. from I-271 to Lander Rd. With this commitment the project was a sure thing. It should be noted that there were no other major developments in the state of Ohio, excluding the Polaris project north of Columbus, as big as this project.

The basement was built for a smaller building, and removed from the site in 1999 when construction of the current building was started, for Scott Industries the predecessor to Figgie.

However, there would be two events that would cause the project to be delayed. Figgie International went from a history that had profitable record breaking quarterly reports to that of becoming a financial disaster. At the same time there was a new Mayor in Cleveland, Michael White, who did not see the value in embracing the development. Knowing that their agreement with the City of Cleveland required Figgie to obtain a building permit by June 30th of 1994, Figgie submitted their plan to Beachwood's planning and zoning committee for approval in early June of that year. The original plan, according to the City of Cleveland, called for a 200,000

square foot world class office building. The plan submitted called for a 50,000 sq. foot office building.



*Photo of original Figgie World Headquarters building.  
It was designed by Paul Volpe of City Architects Inc.*

Because the plans met the codes and ordinances for Beachwood there was no reason not to approve the plans and issue a permit. The three surrounding communities and Cleveland conducted a quick lobbying effort. However, Beachwood saw no reason to hold up the permit. This upset Mayor Michael White. By June of 1994 the Win-Win for Cleveland was over. The annuity that Voinivich and Harvey Friedman had developed for Cleveland was about to take a stop in the Courthouse.

Cleveland contended that Figgie had violated their agreement. Cleveland claimed that Figgie did not meet its performance obligation in a variety of areas. One was their obligation to tear down the old Highland View Hospital now in Beachwood that had become an eyesore and a health concern because it contained asbestos and other hazardous materials. They also felt they violated the agreement because of the size of the new World Headquarters Building. The Mayor of Cleveland was equally upset that Figgie was allowing its quiet partner, The Richard Jacobs Group increased involvement in the development. According to the City of Cleveland Figgie was also in violation because they did not have a title to the land the building was being built on. At the same time the City of Cleveland refused to extend a water line to the project.

In July of 1994 the city of Cleveland with the support of its council informed Figgie that the deal was off, that Figgie had violated the agreement. By December Figgie and Jacobs were suing the city of Cleveland over their right to develop the land. Figgie did get a temporary restraining order against the city in December, however, and Cuyahoga County Common Pleas Judge Ralph A. McAllister froze all action until the matter could be resolved. This matter became complicated because Figgie was internally falling apart. The longtime profitable conglomerate was losing money. Stockholders, including members of management, sued founder and then Chairman Harry E. Figgie, Jr. for wasting corporate assets, self-dealing and general mismanagement. In June of 1995 the matter was settled with the Figgie Family paying \$3.3 million back to the company.

For the next three years Figgie, Jacobs and the City of Cleveland met to resolve the issue. In late 1996 an agreement had been reached, however, the City of Cleveland has yet to receive their council's stamp of approval on a pre-trial renegotiated settlement. At the same time Beachwood Mayor Merle Gorden has been working feverishly to get a renewed commitment from the Governor for a commitment to build the interchange at I-271 and Harvard Rd. along with widening Richmond Rd. Gorden knows without these infrastructure changes the development of this land will not happen.

In March of 1997 the interchange and the widening of Richmond Rd. were put back on the priority list after many meetings with Gorden, the Governor's office, Figgie and the city of Cleveland. The cost of the interchange including with land acquisition is \$15.6 million. The state is paying half of the cost and the other half is being split up with the city of Cleveland providing \$4.5 million in land. The Jacobs Group, Figgie's partner with the brains to develop the land, will contribute approx. \$2.5 million and Beachwood will contribute \$1 million. Beachwood was told that without their contribution the interchange was as good as dead. The council passed a resolution approving the payment. With the State now ready to put the roadwork in necessary to move the traffic, the agreement between Figgie and the city of Cleveland was "re-inked" in June of 1997. Plans were now put back on track. The Jacobs Group could now move ahead and develop plans for the land The first building to be built was the home to Scott Industries the former name of Figgie Corporation. This building was built in the same location as the original intended Figgie building that started and ended with its foundation in 1996. It should be noted that the old foundation was removed before the new building was built.

The Jacobs group continues to develop the project with multiple buildings being built in each of the municipalities . For an update on the project visit the web site of the Jacobs group at [www.REJacobsgroup.com](http://www.REJacobsgroup.com)."

The last piece of the puzzle that was renegotiated is how the schools will divide their portion of the revenue from property tax. Without the Beachwood school board's approval the master agreement gave away the school district's right to their share of the property tax and gave it to Warrensville Heights. After a seven-year battle and much mudslinging the two school systems came to an out of court agreement with the help of federal mediator Robert Duncan. The agreement gives Beachwood Schools 30% of the revenue and requires the two school systems to develop joint educational programs. It has been said that the solution came about when the two school Superintendents - Dr. Paul Williams from Beachwood and Wenifort Washington from Warrensville Heights got together to work out an educational solution in lieu of a legal battle.

### **The end of an era at City Hall and New Leadership**

In May of 1988 I was pushing my young son in a stroller. Every four feet my son would get a jolt if I did not lift the wheels over the uneven blocks of the sidewalk. I wrote a letter to the then Mayor, Harvey Friedman explaining the dilemma and asking what could be done. I was willing to pay for my share of replacing the sidewalk. Three weeks later our street received all new sidewalks. I thought wow, now what is this going to cost? To my amazement it was free! This quick action only reinforced what Don Basch, a longtime Beachwood resident, had told me when

we were looking for a new home. It was true - Beachwood was the best city one could live and it had great city services.

Four years later I wrote to the mayor asking that our street be resurfaced. I also mentioned that I did not want it to be done using the chip and tar method. That was a common practice in Beachwood. A coating of tar would be placed on a road then cinders would follow with a steamroller pressing the cinders into the tar. While this was low cost, it made a mess of your car. I quickly received a letter from the Mayor assuring me that the road would be completely replaced along with new aprons for our drives in the spring of 1993. Wow, was that great service! Again, I was living in heaven. What more could one ask for?

What City Hall and I did not know was that the Service Director and the Finance Director, along with several contractors, had a scheme going that was "win-win" situation for them. The problem was it was, a "lose-lose" for the taxpayers. The courts put several of these people behind bars.

It should be noted that Friedman was without question the most dedicated person that the city had going for it. Harvey and his wife Shirley moved to Beachwood in 1950. He served on Council from 1956 until he won election to the mayor's position in 1980 upon George Zeiger's retirement. Friedman was known as "Mr. Beachwood". While Friedman might have been viewed as tough, he was easy to work with if you shared the same goal that he did, which was the development of Beachwood. His visionary plan from his days on the Planning Commission kept him focused for 40 years. Best put by longtime Beachwood resident Helen Huber; "Harvey and the boys were bright young men with a vision and they kept to it". Ultimately Harvey Friedman resigned due to poor health in May of 1995 at the age of 75.

Several months prior to Friedman's resignation he stepped down temporarily due to health problems and spent much of his time in the hospital recovering. Council President Merle Gorden took over the reins of City Hall as the acting mayor. Gorden first came to council in 1987; however, he has been a part of Beachwood since he was a child. He grew up on Twickenham and served for many years as an active member of the Volunteer Fire Department.

July 18th, 1995 Merle Gorden was voted into council at a special election. He ran unopposed. From July of 1995 until the end of 1996 Gorden had the responsibility of putting together a new team. When it was time to find a new Finance Director, Gorden selected Dennis Kennedy. Gorden also needed to select a new Service Director. Dale Pekarek was chosen to fill this position.

There was one more appointment that Gorden would have to make. However, this one was due to attrition. Police Chief Robert Abrams was retiring after 32 years of service to Beachwood. When Abrams joined the department on October 1st, 1966 the department had only 9 officers. When he started, Shaker police were still radio dispatching for Beachwood during the midnight shift and on weekends. Abrams remembers the days when the police drove station wagons that also served as the city's ambulances. According to Abrams, "If someone was sick, we scooped them up, threw an oxygen mask on them and drove as fast as we could to Mt. Sinai or Suburban Hospital."

Abrams took command of the department in 1980. He has molded it into one of the most respected departments in state. When the FBI needed help with an eastside caper, it often turned to Beachwood to provide assistance. It was under his command that the SWAT team and motorcycle group was implemented, along with the state of the art firing range. Abrams was also responsible for bringing the staffing up to 40 officers. Upon Abrams' retirement, Mayor Gorden had to make a very tough decision. He needed to appoint a replacement for Abrams. His choice was Lt. Mark Sechrist, who was the current commander of the SWAT team and joined the department in 1978. Prior to being a part of Beachwood's Police Department he worked with the County Sheriff's Department and was a dispatcher for Pepper Pike. Sechrist's modus operandi has not changed since he was appointed Chief. In lieu of a three-piece suit, he was often times dressed in his uniform and could be found with a rookie patrolman or helping dispatcher Brian Moore in the radio room. When Sechrist came on the force in 1978 he was one of 7 new hires. He along with Darrel Dunham, Mike Nelson, Jack O'Donnell, Pat Sullivan, Jack Wilson, and David Zimmerman were hired due to the anticipated opening of Beachwood Place Mall. This was the largest increase at one time in the history of the department. Six of the seven are still with the department. David Zimmerman left the department in 1987 to join the Cuyahoga County Prosecutor's office as an attorney. It should be noted that many officers continue their studies and become attorneys or join the FBI. Several have gone on to other cities in higher ranking responsibilities including Thomas Murphy who is now the Chief of Police in Garfield Heights. Joseph Orosz a former Lieutenant is now the Chief of police in Chesterland. A recent announcement of the city's desire to hire seven officers brought out over 400 applicants.

**Out with the old, in with the new**

Beachwood's schools are one of the key reasons that people with children want to live in the community. Beachwood spends more dollars per student than any other school system in Ohio. The students' college entrance exams are proof that the dollars are spent wisely.

**Statistical data on the schools**

	<b>Beachwood</b>	<b>State Average</b>
K-12 Pupil/regular Classroom Teacher ratio	13.4	20.7
Graduation Rate	99.2	71.0
Ninth grade Proficiency Test Results(passing)	85.0	58.0
Advance Placement (% of students enrolled)	42.5	7.9
Percentage of teachers with Master's Degrees	66.0	45.4
Average teacher pay	\$51,000	\$38,000

Source: Beachwood Board of Education 1996 Annual Data



The newest addition to the school system is the early childhood center built on Fairmount Blvd. This is a bittersweet project because in order to build the new facility, the eight-room schoolhouse erected in 1927 had to be demolished. The school board and their architect, Phil Hart, were unable to find a way to save this piece of our history. The new schoolhouse will include the pre-school, the kindergarten and the administrative staff. The name "Beechwood School", which is fashioned from sandstone and appeared at the top of the old building, can be found on the backside of the new buildings ground sign. The high school will be used as a temporary home for the little ones and the administration during this time.



*Early Childhood Center*

Beachwood Schools took education one step further in 1987 when they offered an optional pre-school to the community. The program is a five day structured learning environment with optional afternoon, early morning and/or late afternoon sessions. The program has allowed parents to place their children, ages 3 and 4, with professional educators. The curriculum is supervised by the principal of Fairmount and provides the school and the students early exposure to each other.



*The technology lab at the middle school where teacher Chris Jordanek is helping Allison Brodfield, Karin Kushnir, and Kelly Ravitz. Photo taken by Joseph W. Darwal.*

Beachwood was started in 1915 because education was a central focus. Today the schools continue to be the center of the community, and the major contributor to the community's value.

<b>Current School Board Members Are:</b>
Sylvia Aarons
Martin Horwitz
Scott Peters
David Ostro
Beth Rosenblum

### **The Pioneers**

In 1950 Harvey & Shirley Friedman moved their young son out to "the country"- Beachwood country, that is! Harvey still maintains that he had no idea what awaited them in Beachwood, Ohio. A Buffalo native, Harvey quickly saw the winds of change bringing obstacles to their new Village of Beachwood. Early on, both Harvey and Shirley rose to the challenges in their new community. They quickly proved to be modern day pioneers which have continued during their nearly half century in Beachwood.

It was Shirley Friedman and the late Rebecca Brickner (wife of Rabbi Barnett R. Brickner) who first got Harvey involved in community issues. Like other Beachwoodites' in the new suburban village, Shirley Freidman was dissatisfied with the quality of education. Rebecca Brickner saw her husband's congregation confronting serious opposition for a building permit to construct their proposed new Fairmount Temple. Both women sought Harvey's help. Somehow they knew his community involvement could make the difference. And right they were.

Harvey ran for the Beachwood City Council just as he completed his degree at Case Western Reserve University. He earned his degree the long, hard way going to classes at night while working as a salesman at Midland Electric Co. Friedman had to vie for the three available spots with Armand Arnson, Sanford Likover, Leo Rattay, Max Rhodes and Stanley Weinberg. In 1956, Harvey Friedman, Stanley Weinberg and Sanford Likover won over the three incumbents. All three men were the first Jews to serve on City Council.

The following January, Harvey took office. Soon after, he volunteered his services to the then Mayor Henry Hopwood to serve as chairman of the Planning and Zoning Commission. Friedman diligently used this opportunity to begin molding Beachwood into the city we know today.

The fledgling suburb had big problems. They needed money. The school system was desperate for cash to build modern school buildings and a good educational system. Simultaneously, many developers looked to Beachwood as a place to develop and build. Daily requests came before City Council to rezone various land parcels. Things seemed to move quickly. To gain orderly progress for the city's future, Friedman asked the Cuyahoga County Regional Planning Commission to provide the Village of Beachwood with a comprehensive development plan.



With input from Harvey, an overall program was developed. The plan included rezoning land parcels for commercial use at Cedar and Richmond Rds as well as all of Kinsman Rd (now Chagrin Blvd). Commerce Park, the crown jewel in Harvey's plan, became one of the first planned suburban industrial parks. Conveniently and carefully tucked into a corner of Beachwood remote from the residential neighborhoods yet adjacent to throughways, major companies quickly sought locations in Commerce Park. It soon generated the needed property taxes that developed Beachwood's school and the city's entire infrastructure and quality services. To this day, Beachwood's financial stability continues to provide a fine school system, recreational facilities, road services and maintenance, police and fire protection, par excellent. The financial stability for the now City of Beachwood was secure.

During Friedman's years as chairman of the Cuyahoga Regional Planning Commission, he made many close contacts with state officials. These co-operative relationships proved helpful as the new city developed. County and State officials knew the young City of Beachwood had a serious trailblazer willing to pave the way for the city's future progress. This proved invaluable as Beachwood sought the widening of State and County roads for better access and to ease traffic.

Harvey Friedman was elected to serve as President of City Council in 1960. He remained in that prestigious and powerful position for twenty years. He became Mayor of Beachwood in 1980, succeeding the well-known and well-loved George Zeigler.

Under Mayor Friedman's leadership, numerous planned developments, proposed in the original 1950's Comprehensive Beachwood Plan came to fruition. Projects such as the expansion of Park East, The Village, Beachwood Place Mall, Science Park, numerous Corporate Office Buildings and the annexation of 680 acres from Warrensville Township took place. It is also worth noting that when Friedman was elected to Council in 1955, the city tax was \$6.40 per \$1000 of tax valuation. Today, in 1997, it is \$4.00. In the same period, residential values increased sevenfold.

Mayor Harvey Friedman was known to be tough. He was tough only on behalf of his fellow Beachwood taxpayers. Always a pioneer, interested only in what would be good for Beachwood, he welcomed new plans and ideas only if their intentions and proposals would benefit the City. Considering the numbers of hours he put in each week it is doubtful that his hourly rate was above the minimum wage. He worked, ate and slept Beachwood. While Harvey was busy making Beachwood a great community he also provided his leadership skills to numerous organizations. This could be one reason why he is listed in Who's Who in America

Harvey Friedman retired as Mayor of Beachwood in the summer of 1995. In September of 1995 friends and neighbors of the Friedmans wanted to personally thank Harvey for his tireless efforts on behalf of their City. Beachwood Place Mall along with over 500 longtime friends, neighbors and 75 corporations hosted a retirement gala to fete the Friedmans. Partygoers wrote Mayor Friedman notes wishing him well. Essentially, they all said the same thing. "Thanks for being Mr. Beachwood, we love you."

It seems Shirley Friedman and Rebecca Brickner knew the right man to ask for help way back in 1950. Mayor Friedman did more than help Beachwood; he pioneered its creation to become the proud, progressive suburban City that it is.

Today, at the young age of 77, Harvey Friedman looks and feels well. He and Shirley live in the same house in Beachwood where they raised their three sons. Now they are enjoying watching their grandchildren grow up and the city Harvey molded, as they both continue to grow and to prosper.

Another pioneer that served in public office with Friedman was Si Wachsberger. He was born and raised in Cleveland and graduated from Miami University in Oxford, Ohio. When Wachsberger and his wife Shirley moved to Beachwood in 1951 he had just opened a clothing store known as The Oxford Shop in Shaker Heights. Wachsberger remembers that their children attended the only school in Beachwood, the eight-room schoolhouse known as Fairmount School. In 1956 Wachsberger was elected to the Beachwood school board where he devotedly served for 14 years. He was an instrumental player in the development of the school system. Wachsberger was one of the advocates for building Bryden and Hilltop in lieu of putting a second addition on Fairmount.

Wachsberger was also one of the early organizers of Beachwood softball. He served as a manager and coach for fourteen years. He was a charter member of the Beachwood Voters' League, the Boosters, and the American Field Service. The Civic League honored Wachsberger as Beachwood's "Man of the Year" in 1969. Wachsberger proudly served on Beachwood's

council for 24 years and was an intricate part in the leadership of the community. He currently spends time helping a variety of organizations.

Other valuable pioneers included Fred Isenstat who moved to Beachwood in 1954 and served on the school board from 1958 to 1969. As a builder it was natural for Isenstat to oversee the school board's development of the middle school and additions to several buildings. Isenstat continues to live in Beachwood and provides quiet input into the community's future.

One of Beachwood's pioneers was the late Connie Cowan. Cowan moved with her husband Les to East Baintree Rd. in 1949 and served on the school board from 1953 to 1959. Cowan served on many committees and was very active in the creation of the Voters' League. In 1950 published a monthly newsletter known as the "Beachwood News". This publication welcomed new residents and brought readers up to date on what was going on.

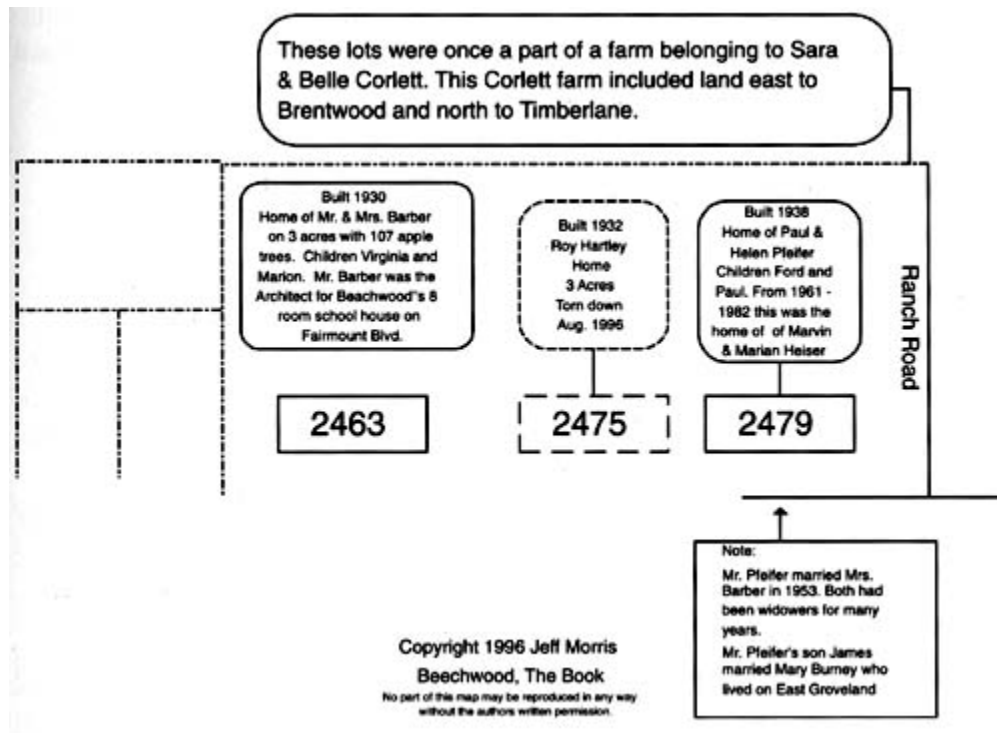
Chapter 9

## Beechwood, The Book Open Issues, Resources and Statistics

### The Growth Continues

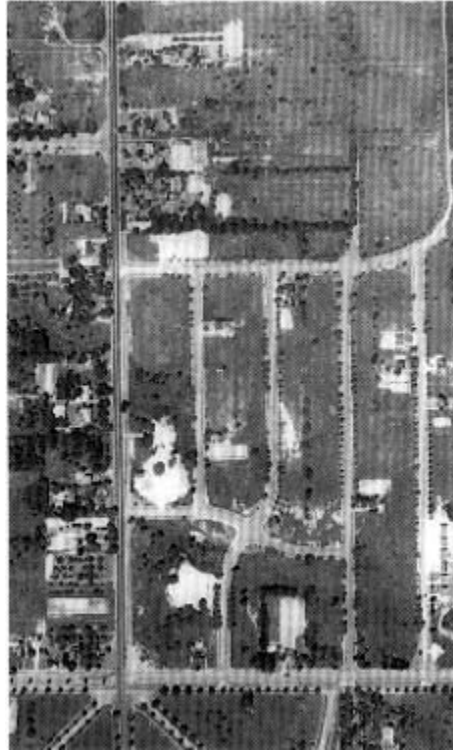
With an upbeat team at City Hall Mayor Gorden has several issues ahead of him. The construction of a new fire station for the north end of the city is a long awaited necessity. Currently, the department's administrative staff is using the basement of the old church building. The firemen are cramped on the second floor of the current station and have no meeting rooms for training. The city has gone from operating as a volunteer fire department to being one of the busiest in the county. In 1958 the fire department responded to 77 total calls. In 1996 the department responded to 3055 calls. A study is currently underway to determine where a new station should be built.

One key issue will be the rezoning of land on Green Rd. between Ranch Rd. and the Green Road Synagogue. Three organizations have acquired the land and would like to build a religious campus. The Hebrew Academy of Cleveland wants to build a high school for girls. Young Israel of Beachwood and Chabad House of Cleveland each want to build a synagogue. A bathhouse, known as a Mikva, is also planned for the 12-acre site. This land is currently zoned for residential use and presently has four homes on it.



At one time these three homes were well-maintained and respectable homes. In 1930 Mr. and Mrs. Arthur Barber built their home at 2463 Green Rd. Mr. Barber was the architect of the eight-

room Beechwood schoolhouse built on Fairmount Blvd. The Barbers had two children, Virginia and Marian. Marian remembers that there were over 100 apple trees on her property.



*Photo taken approx. 1938 shows land on Green Rd. where a consortium of Jewish organizations would like to build a Judaic Campus.*

A home one located (demolished in 1998) to the south at 2475 Green Rd. belonged to Mr. and Mrs. Roy Hartley. The Hartley family operated two greenhouses and a flower shop at this location until the mid 1970's. This house had a fire in the late 1980's and was torn down in 1996.

Paul and Helen Pfeiffer built their home at 2479 Green Rd. in 1939. They raised two children, Ford and James. Helen died in 1950. In 1953 Paul married Mrs. Barber, a widow, who lived two doors north of him. James remembers that when his parents were building their home there was an old dilapidated farmhouse in front of the house that they were building. Between the two structures was a hand pump for well water. After completing the new house his father had the old house torn down and then built a beautiful sitting area around the pump. In the rear of the farm was a round hay barn that his father had converted into a clubhouse for his boys. The religious group that now occupies this house is currently using that building. James also remembers attending the first grade in South Euclid at the Victory Schoolhouse on Mayfield Rd. and the second grade at Canterbury School in University Heights. He then attended Beachwood Schools in the third grade. He completed his studies at University School.



*Mr. Pfeiffer converted this round hay barn into a clubhouse for his young sons in 1938. Today a religious group now occupies the home as a Synagogue or "Shul" and the clubhouse is used as a ritual bath.*



*The beautiful home Mr. and Mrs. Pfeiffer built in 1938 at 2479 Green Rd.*

On March 27, 1997 the Zoning and Planning Commission met to cast their vote on rezoning the land. The room was packed with over 400 residents. After a lengthy presentation by the group's attorney, Sheldon Berns, the commission listened to the recommendation of City Planner Mr Smerigan and unanimously voted against the rezoning. Smerigan's recommendation was based on the fact that only 50% of Beachwood's land is zoned residential. He felt that any further non-residential construction on the peripheral main streets of the city would start a devaluation process of the residential areas. Many of Beachwood's residents are opposed to rezoning. After several months, Beachwood City Council voted 6 to 1 in favor of rezoning. Si Wachsberger was the only councilman not to vote for the rezoning.

While this multi-tenant Judaic campus is waiting to build on this site, other Jewish organizations are exploring building new facilities or adding on to their present building. The Cleveland Hebrew Schools on Fairmount Blvd. has done some preliminary studies to analyze the expansion of their complex. This well respected facility is running out of room and is landlocked. At the same time the Kehillay Yaakov-Warrensville Center Road Synagogue has purchased several homes on Richmond Rd. between Maidstone Ln. and Twickenham Dr. They have already sold their building on Warrensville Ctr. Rd. in South Euclid. While they have not come to the city with any plans yet they have made it clear that it's their intention to build a new house of worship in Beachwood. One of the homes that they now own includes an old red barn that once belonged to the Wasckos in the 1930's.



While the Green Rd. issue has kept the current Law Director, Margaret Cannon, busy the voters of Beachwood were given an opportunity to cast a vote as to whether or not the campus should be built in Mid 1998. Several of the opponents of the campus collected enough signatures to place the issue on the ballot. The outcome was a no vote. However the matter was not closed. The three religious organizations split their project up into three separate plans, and resubmitted them individually. Their ability to do this ultimately went to the City's Board of Zonings Appeals, which resolved the matter by saying that the three plans were not the same the original project and rezoned the land individually. This matter has been a major issue for the people of Beachwood and unfortunately has demonstrated the inability of the administration to process this matter without high cost of lawyer and community spirit.

While the Green Rd issue will keep current Law Director Margaret Cannon busy for years to come, there are many other tax-generating projects in the works for Beachwood. They are:

- Beachwood Place's expansion, which will be completed in September, will add 50 new stores including the new upscale anchor Nordstrom.
- MBNA now has three buildings in Beachwood. The newest one is located on the west side of Science Park at South Woodland Rd. All three are connected by way of an above ground walkway. The building will be a mirror of the first two MBNA buildings and will be connected by a bridge at their third floors. In August of 1997 Beachwood Zoning and Planning gave a preliminary approval to MBNA for buildings four and five.
- Medusa Corporation's new Corporate Headquarters in Science Park was planned for the west side of Enterprise Place. However, while putting the finishing touches on the building Medusa was purchased by an out of town firm. The building now houses the offices of Developers Deversified.
- The Goldberg Companies' plans to build on their land at the northwest corner of Chagrin Blvd. and Richmond Rd. While this land is zoned for office building use, the Goldbergs would like to have the zoning changed to allow for retail business. This would allow them to include several restaurants in their building. Early drawings indicate that this building will have an extensive glass front on a curve creating a center-point for the gateway to Beachwood's business district.
- Menorah Park has just completed two projects. One is the Harry and Jeanette Weinberger Pavilion, which will have 66 single rooms for senior citizens. The other is known as the Lewis Aquatic Therapy Center.

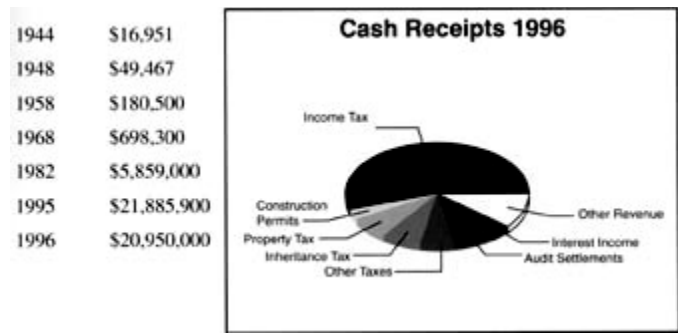
An additional project for Beachwood would be a new park and a recreation center. Councilman Fred Goodman has a vision for Beachwood's future. Understanding the value of corporate development, Goodman, who chairs the Recreation Committee, also understands the need for more green space. If all goes well the land between the eastbound and westbound Shaker Blvd. roadways will become a park with walking trails and bike paths. An additional piece of land that the city would like to acquire for a mini-park would be the parcel on Richmond Rd. just west of the JCC. There is an agreement between the city and the JCC that the city has the first right to buy this land and control its usage. Keep in mind that all this land is deed restricted for residential use. This agreement went by the wayside in late 1996 when the JCC offered it to The Montefiore Organization for a new concept in senior housing. When Montefiore approached the city relative to developing the land, they were surprised to find out that the JCC and the city had

this agreement. Subsequently, Montefiore found a location on Richmond Rd. just north of Cedar Rd. in Lyndhurst to locate their facility.

### The Bottom Line - Going by the Numbers

While graphs and charts tell part of the story, here are a few facts one must consider when looking at how an edge city such as Beachwood developed into a financial haven for landowners. In 1944 there were 450 people living in the City of Beachwood. By 1948 that number had grown to 800. By the 1960 census that number had grown to over 5000 people allowing the community to move from being a village to a city. In 1997 Beachwood's residential population is now 12,000 with approximately 70,000 additional people working and shopping in the city during the day. Of the 12,000 residents close to 45% are senior citizens.

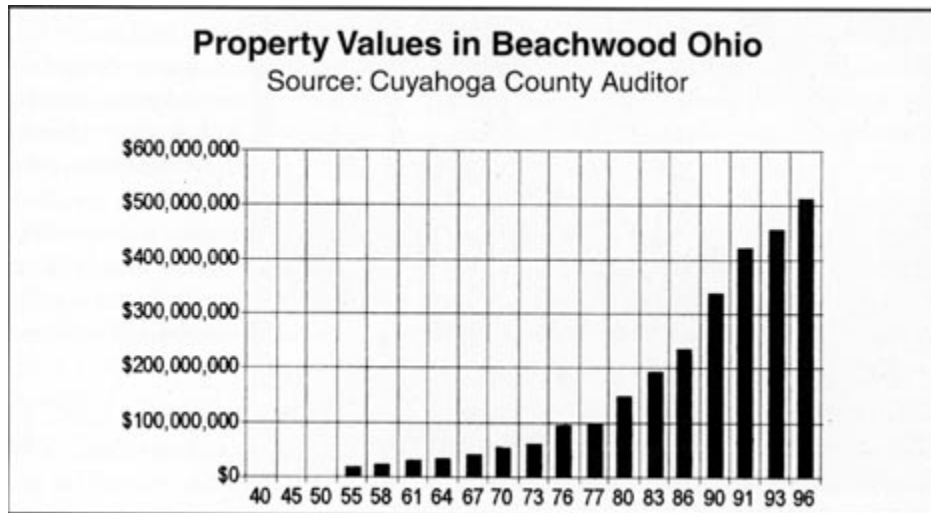
History of Income (Receipts) to the City of Beachwood excludes any special state road or infrastructure funds



As of the end of 1996 Beachwood had a cash balance in the bank of \$31,842,203. This is excess cash that was created because expenses did not exceed income. For a corporation this is called profits. For a municipality these dollars are surplus or extra cash which could be used for special projects, such as rebuilding the roads in Commerce Park or building a new fire station. This excess cash started in 1982 with \$1,486,000. While the excess cash should be put into a special capital improvement fund, this is not necessarily done every year; therefore, the city's balance sheet shows excess money in its general fund until it is moved. Some municipalities do not have this luxury and are forced to sell bonds to raise funds and this is one of the reasons Beachwood's taxes are so low.

The major portion of the city income is generated from the income tax of those people working in the city. That is the reason why Beachwood's government is so pro-active in keeping the office parks filled with happy tenants. The majority of the property tax collected goes to Beachwood's Schools. That is why it is important to both the city and to the schools that the value of the business community's property and the residential property remain as high as possible. Today's rate for tax funds due the school system is \$67.80 on each thousand dollars of tax valuation. That is one of the lowest in the county. However, our schools spend more dollars per student than any other school system in the state. This is due to the high values of property in Beachwood. According to their 1996 Annual Report Beachwood Schools has \$16,175,106.00 to spend from taxes generated for their 1485 students. Shaker's rate is \$139.00; University Heights' is \$111.00. An interesting contrast would be Cleveland's at \$61.00. A good example of

residential property values is Timberlane Rd. In 1950 a lot sold for \$500.00. In 1994 that same lot was sold for \$60,000.00 and that price did not include the cost of the road or sewer improvements.



**Expenditures (What is spent to run the City)**

1944	\$18,465
1948	\$19,701
1958	\$180,500
1968	\$527,500
1982	\$4,373,597
1995	\$10,603,000
1996	\$14,473,995
1997	\$19,059,357 * Budgeted

**Why Beachwood is "the place to be".**

While Beachwood’s demand for new homes continues the community has seen an increasing amount of rehabilitation and "blow ups" of older ranch style homes. As some of the homes in this area go on the market, they are being bought, gutted and "blown up" into overly large homes. When this process was first started about 6-7 years ago, there was little regard to the abnormality of the homes’ architectural appearance. However, the Architectural Review Board that reviews all building permits has raised issue with some plans that are beyond a respectable appearance relative to the houses ability to blend into the rest of the neighborhood

One of the most desirable parts of Beachwood, because it provides just about every aspect of a "neighborhood" that one could want, is the north side. It has that special feeling that many baby boomers grew up with. It is about the closest area you will find that resembles the neighborhood that Wally and Beaver grew up in. Probably the best example of this is East Groveland Rd. Where else could one find over 20 children playing in groups every day during the spring, summer and fall? It is not uncommon to see Mort Goldman pitching balls to ten or fifteen children or Sari Leimsieder teaching the younger children how to play duck-duck-goose. Neighborhoods such as this one provide a great place for children to grow and make lifelong friendships. This could be one of the reasons why so many of Beachwood's alumni return to raise their families. According to Donna Cohen, founding President of the Beachwood Alumni Association and a second generation Beachwood resident, Beachwood has a higher than normal return rate for second generation and now third generation Beachwood children. Another example of this is the Mintz Family. Both Mark and Nancy Mintz grew up in Beachwood and chose to return to Beachwood to raise their three children. Mark and Nancy are both very active members of the community. Mark is currently a member of the City Council.

At the south end of Beachwood, streets such as Bryden Rd without sidewalk provide the flavor of being out in the country. For those looking to build a new 5000 sq. ft. home or larger, newer streets like Woodside Rd. and Willow Ln. provide the last few lots left in this great community.

### **Resource list of Community Programs**

If you want to be actively involved in Beachwood these organizations are always looking for new members and participants.

### **Beachwood Drama and Recreation**

As Beachwood's popularity as a community of choice has grown, so has its Recreation Department's offerings. When the City Hall was first built, the Recreation Department was located where the Building Department is now. Because of the need for more space the part-time staff was moved to the basement of the Church across the parking lot. This antiquated yet quaint space would be their home until 1987 when they relocated to the new Community Center. Several years earlier, in 1982, Beth Rosenblum was appointed Recreation Director replacing Jim Cowan. Rosenblum had just a few months earlier been hired as the Director of the Pool.

In the early 1980's under Rosenblum's direction from then Mayor Friedman, the "Rec" Department took on a variety of new programs, including those designed especially for the growing senior population. By 1986 it was realized that a second full-time administrator was needed and Pete Conces was hired. Today Conces takes care of all of the youth activities while Rosenblum directs the ever-expanding senior programs.

One of Beachwood's premier recreation activities was created with the re-development of the drama program. Drama had been a part of Beachwood's schools since the 1930's. Under the direction of the Recreation Department and with the co-operation of the school system (use of the stage) the Recreation Department set out to develop one of the finest programs in northeastern Ohio. First known as the "Spotlight Youth Theater," this program allowed students

to attend after school drama classes and be involved in the production of several performances annually.



*(L to R) Top Row: Sara Krivanka, Melissa Currivan, Lower Row: Meredith Solomon, Talia Sukol, Tammy Scholl, Raleigh Lipsky, Dara Sobisch. performing in The Beachwood Community Youth Theater production of Peter Pan. Dec., 1996*

Under the direction of Jill Koslen since 1983, the drama program was renamed the "Beachwood Community Theater", which allows those not living in Beachwood to participate. In 1991 adults were added. This inter-generational program allows younger drama students the opportunity to learn from more experienced amateurs. It also allows several members of one family to participate in the same activity. These productions might consist of amateur and novice actors; however, the productions under Jill's direction are equal to the best of those performed on Off-Broadway. One of the group's most recent pieces of work was Joseph and the Amazing Technicolor Dreamcoat production. Because of the program's popularity and their ownership of the stage, along with an interest in the arts by the current School Superintendent Dr. Paul Williams, several aspects of the drama program were moved to the school system in the summer of 1997.

While drama may be one of Beachwood's finest programs, baseball has to be one of the most popular with over 500 participants every summer. In the summer months games are played four nights a week at Bryden, Fairmount, and Hilltop Schools' fields. In 1989 the Beachwood League was named in memory of Leo Weiss. While Leo was a Beachwood Councilman he was heavily involved in baseball in much the same way as Manny Baden. While not under the direction of the City's Recreation Department, Beachwood also has an adult baseball program that has been in existence for many years and continues to grow.

While baseball continues to be a leading program, soccer has become one of the fastest growing sports, especially for younger children. Under the direction of Assistant Recreation Director Peter Conces three divisions for this co-ed sport have evolved, from kindergarten to sixth grade. Soccer has become so popular that one can find several games going on at the same time at both

the Manny Baden Field at Fairmount School and the Middle School Field on a typical Sunday afternoon.



*While many other activities have been added, the Beachwood pool is still the place to be on a hot summer's day. One of the "Rec." Department's many programs includes swimming lessons for all ages. Lifeguards Ari Weil and Elizabeth Sheridan(1995) spend time having fun with a group of children in preparation for canoe races.*

You can contact the Beachwood Recreation Department at 216-292-1970. The drama program currently falls under the Board of Education. Their number is 216-464-2600.

### **The Arts Council**

This organization started in 1968 as a fundraising arm of the Parent Teacher's Association (PTA). For many years the PTA held an annual art show in the high school gym. Si Wachsberger, a longtime activist and current Councilman, remembers the three-day event as a community effort. Parents worked hard planning the event and evaluating the artists, while students set up the displays and climbed up the ladder to hang banners and lights. Friday night included a Black tie event and Saturday night included a jazz band.

Each year the Arts Council would donate a work of art to the school system. In 1973 the group made a special donation of \$2000 for a landscaping architect to develop a plan for the high school and an additional \$1000 for plants and shrubs. Keep in mind that in the 1970's money was still very tight for the schools and they needed all the dollars they could get just to develop the young system.

In 1979 the Arts Council was looking for a permanent home to display art and provide the community four to six traveling exhibits a year. Mayor Zeiger had offered the Arts Council the use of the recently vacated Village Hall at Fairmount Blvd. and Richmond Rd. for one dollar a year if they wanted it and would be able to maintain it. With that opportunity, Shirley and Si Wachsberger traveled to Columbus, Ohio and convinced the Ohio Arts Council to help fund the remodeling of Beachwood's old and original Village Hall as the permanent home for the Arts Council. The group raised over \$40,000 to renovate the building. Over the years the Arts Council has continued to display a variety of traveling exhibits and provides art shows for students not only from Beachwood but also from surrounding communities. In 1992, the group assisted the city with funding for the outdoor sculpture that fronts Richmond Rd known as "Family Suite." Steven Cannetto, who is located in Columbus, Ohio, crafted this seven-foot stainless steel sculpture.



*Members of the Arts Council L to R, Mrs. Harvey Friedman, Mrs. Albert Gordon, Mrs. Jack Kleinman and Mrs. Isaac Hart reviewing artwork just prior to the opening of an event.*

You can contact the Arts Council through the Beachwood City Hall. Their address is 2700 Richmond Rd., Beachwood, Ohio, 44122. Their phone number is 216-464-1070.

### **The Beachwood Boosters**

One of the oldest civic organizations in Beachwood is the Beachwood Boosters. This group was started in 1958 by parents of high school students. Their goal was to raise money for football uniforms, sports equipment and band equipment. With the construction of a new high school, funds were needed for all of these auxiliary programs. The group's first president was Les Cowan. This group continues to be a strong fundraiser for the high school. Now however, the Boosters raise money for every sport at the high school. Boosters foster and promote community and school interest, spirit, and friendship among Beachwood residents.

You can contact the group through the Board of Education at 216-464-2600.

### **The Beachwood High School Alumni Association**

One of Beachwood's newest organizations is the Beachwood Alumni Association. It was founded in 1993. Its charter president was Donna Cohen, who graduated from Beachwood in 1966. The Beachwood Alumni Association exists to support and foster communication among and between alumni and the Beachwood City Schools. To that end, the organization promotes a network of alumni for the purpose of identifying and responding to the needs of alumni and present students. Many activities are planned throughout the year to bring alumni together, such

as alumni basketball night, alumni pool day and, of course, class reunions. The Alumni Association provides scholarships to high school seniors and is compiling an archive of yearbooks and other mementoes. Brick "pavers" are being placed in the ground near the south gym to form a plaza to commemorate students and friends of the Beachwood schools. This is an ongoing fundraising project being shared with Community PTA and the Boosters.

You can contact the group through the Board of Education at 216-464-2600.

### **The Beachwood Chamber of Commerce**

The Chamber was formed in July of 1991 by a group of spirited business people and Mayor Harvey Friedman. The first President of the group was one of those spirited Beachwood businessmen and Manager of Beachwood Place Mall, Paul Schiffer. Seed money totaling \$55,000.00 was raised within the business community to get the Chamber started. One of the lead architects in its early development was Beachwood's Law Director Louis Orkin. The group took off quickly under the leadership of Schiffer and Ron White, its first and current Executive Director. The Chamber's current programs include sponsoring networking events such as luncheons, breakfasts and an annual meeting. The group also provides fundraisers such as an annual Arts Show, a Golf Outing and Business Show. The Chamber provides its 400 plus members with a variety of opportunities to save on health care costs and Worker's Compensation.

The chamber is located at 24500 Chagrin Blvd., Beachwood, Ohio, 44122. You can contact the Chamber at 216-831-0003.

### **Friends of the Beachwood Library**

This group was formed to help raise the dollars necessary to support a variety of auxiliary projects for the library. After many years of discussion with the Cuyahoga County Library System, the School Board and the Library Board entered into an agreement that allowed for the creation of the Beachwood Library. In June of 1979 the voters passed a \$2.4 million 22-year bond issue. This allowed the architectural firm of Dalton, Van Dijk, Johnson & Partners to design the building and make this long awaited project happen. Prior to Beachwood having its own library, one would have to travel to Shaker Heights, South Euclid or Orange to find a book. For several years the High School Library was open in the evening for their students' use. With the help of the "Friends of" group, several key pieces of art have been placed in the library including the David E. Davis "Bridge of Knowledge" which is a row of five eighteen foot high stainless steel tetrahedra that span 60 feet across the front of the building. In 1987 with the help of the "Friends of" group the library added a special archive collection on the Holocaust. This collection is permanently housed at the library and includes artifacts and books. In late 1996, the library announced plans to renovate the building and it was completed in the spring of 1999.

You can contact the group through the library. Their address is 25501 Shaker Blvd., Beachwood, Ohio, 44122. Their phone number is 216-831-6868.

### **The Beachwood 100**



Beachwood also has The Beachwood 100. It was started in 1968 by its trustees that included: Larry Small, Dr. Seymour Ullman, Irv Berger, Nancy Small, Larry Cohen, Leon Miller, Sol Ronder, Don Kravitz and Emory Kritzer. This organization raises its funds solely from membership dues, which are designated to assist Beachwood Policemen and Firemen with an outright grant or loan to help them through medical or catastrophic emergencies. The Beachwood 100 has also donated funds for the Police Department's workout room located within the department. On September 6, 1990 the group was honored by being mentioned in the Congressional Record by Congressman Edward F. Feighan.

You can contact the Beachwood 100 through the Beachwood City Hall. Their address is 2700 Richmond Rd., Beachwood, Ohio, 44122. Their phone number is 216-464-1070.

## Mayors

W.W. Corlett 1915-1917	Frank Marous 1945 (Jan.-Oct.)1945
George Walkden 1918-1919	John Mullaney 1945-1951
Stephen Lewin 1920(Jan.-Nov.)1920	Harvey Bruggemeier 1952-1958
A.C. Sell 1920 (Nov.-Dec.)	Harvey Bruggemeier 1959(Jan.-May)1959
A.C. Sell 1921-1923	Henry Hopwood 1959(May-Dec.)1959
Elmer Corlett 1924-1925	Vincent J. Hlavin 1960-1961
Ben W. Zink 1926-1927	George Zeiger 1962-1981
Elmer Corlett 1928-1929	Harvey Friedman 1992-1995
Clifford Zink 1930-1931	Merle Gorden 1995
Frank Marous 1940-1944	

## Council Members

1915	J	Bieger	C	Burk	C	Fehr	W	Fry	G	McVeigh	G	Walkden
1916	J	Bieger	C	Burk	C	Fehr	E	Corlett	G	McVeigh	G	Walkden
1917	J	Bieger	C	Burk	C	Fehr	E	Corlett	G	McVeigh	G	Walkden
1918	J	Bieger	A	Sell	F	Neal	N	Seigriest	G	McVeigh	S	Lewin
1919	J	Bieger	A	Sell	F	Neal	B	Truscott	G	McVeigh	S	Lewin
1920	J	Bieger	N	Radcliffe	F	Neal	O	Simmons	G	McVeigh	G	Walkden
1921	J	Bieger	N	Radcliffe	B	Truscott	O	Simmons	G	McVeigh	G	Walkden
1922	J	Bieger	A	Giesler	C	Fehr	E	Corlett	E	Hendershot	G	Walkden
1923	J	Bieger	A	Giesler	J	Farrow	E	Corlett	E	Hendershot	G	Walkden
1924	J	Bieger	A	Giesler	J	Farrow	A	Sell	E	Hendershot	F	Marous
1925	R	Zink	A	Giesler	J	Farrow	A	Sell	E	Hendershot	F	Marous
1926	A	Barbor	A	Giesler	C	Zink	A	Sell	E	Hendershot	W	Mathews
1927	A	Barbor	A	Giesler	C	Zink	A	Sell	E	Hendershot	J	Teare
1928	H	Giesler	A	Giesler	C	Zink	A	Sell	E	Hendershot	J	Teare
1929	H	Giesler	A	Giesler	C	Zink	V	Hlavin	E	Hendershot	J	Teare
1930	H	Giesler	A	Giesler	F	Eickhoff	W	Cowle	E	Hendershot	H	Pratt
1931	V	Hlavin	A	Giesler	F	Eickhoff	W	Cowle	E	Rindfleisch	H	Pratt
1932	S	Walker	A	Giesler	F	Eickhoff	W	Cowle	E	Rindfleisch	V	Yahraus
1933	S	Walker	A	Giesler	M	Hunter	W	Cowle	E	Rindfleisch	V	Yahraus
1934	J	Anderson	A	Giesler	W	Thomas	W	Cowle	E	Rindfleisch	J	Hiller
1935	J	Anderson	A	Giesler	W	Thomas	W	Cowle	E	Rindfleisch	J	Hiller
1936	J	Anderson	S	Walker	W	Thomas	W	Cowle	BC	Bourne	H	Eickhoff
1937	J	Anderson	S	Walker	W	Thomas	W	Cowle	W	Carren	H	Eickhoff
1938	J	Anderson	S	Walker	W	Thomas	W	Cowle	W	Carren	H	Eickhoff
1939	J	Anderson	S	Walker	W	Thomas	W	Cowle	W	Carren	H	Eickhoff
1940	J	Brayton	A	Gale	W	Thomas	R	Wen	W	Carren	H	Eickhoff
1941	L	Chilcote	A	Gale	W	Thomas	R	Wen	J	Mullaney	H	Eickhoff
1942	L	Chilcote	A	Gale	W	Thomas	R	Wen	J	Mullaney	H	Eickhoff
1943	L	Chilcote	A	Gale	W	Thomas	R	Wen	J	Mullaney	S	Brown
1944	L	Chilcote	A	Gale	W	Thomas	R	Wen	J	Mullaney	S	Brown
1945	L	Chilcote	A	Gale	W	Thomas	R	Wen	J	Mullaney	S	Brown
1946	L	Chilcote	H	McGuffey	W	Thomas	R	Wen	E	Higbee (Col.)	S	Brown

1947	L	Chilcote	H	McGuffey	W	Thomas	R	Wen	E	Higbee (Col.)	S	Brown	
1948	L	Chilcote	H	Bruggemeier	J	Curtis	V	Hlavin	E	Higbee (Col.)	H	Hopwood	
1949	L	Chilcote	H	Bruggemeier	J	Curtis	V	Hlavin	E	Higbee (Col.)	H	Hopwood	
1950	L	Chilcote	H	Bruggemeier	E	Dowling	V	Hlavin	O	Knutsen	H	Hopwood	
1951	J	Cronin	H	Bruggemeier	E	Dowling	V	Hlavin	O	Knutsen	H	Hopwood	
1952	N	Naylor	A	Zalud	D	Champion	J	Bankhurst	O	Knutsen	H	Hopwood	
1953	N	Naylor	A	Zalud	R	Branand	J	Bankhurst	O	Knutsen	H	Hopwood	
1954	C	Kingsley	A	Zalud	R	Branand	J	Bankhurst	O	Knutsen	H	Hopwood	
1955	C	Kingsley	A	Zalud	R	Branand	J	Bankhurst	C	Pope	H	Hopwood	
1956	S	Likover	H	Friedman	S	Weinberg	J	Bankhurst	W	Shelton	H	Hopwood	
1957	S	Likover	H	Friedman	S	Weinberg	J	Bankhurst	W	Shelton	H	Hopwood	
1958	S	Likover	H	Friedman	S	Weinberg	N	Naylor	W	Shelton	H	Hopwood	
1959	S	Likover	H	Friedman	S	Weinberg	N	Naylor	W	Shelton	H	Hopwood	
1960	S	Likover	H	Friedman	S	Weinberg	H	Starkoff	W	Shelton	H	Hopwood	L Byrnes
1961	S	Likover	H	Friedman	S	Weinberg	H	Starkoff	W	Shelton	H	Hopwood	L Byrnes
1962	V	Hlavin	H	Friedman	S	Weinberg	H	Starkoff	L	Rippner	H	Hopwood	A Marcus
1963	V	Hlavin	H	Friedman	S	Weinberg	H	Starkoff	L	Rippner	H	Hopwood	A Marcus
1964	V	Hlavin	H	Friedman	S	Weinberg	H	Starkoff	M	Rini	E	Cunneen	A Marcus
1965	V	Hlavin	H	Friedman	S	Weinberg	H	Starkoff	M	Rini	E	Cunneen	A Marcus
1966	R	Bing	H	Friedman	S	Weinberg	R	Wurzman*	M	Rini	T	Eichenbaum	A Krause
1967	R	Bing	H	Friedman	S	Weinberg	R	Wurzman	M	Rini	T	Eichenbaum	A Krause
1968	R	Bing	H	Friedman	S	Weinberg	L	Small	M	Rini	T	Eichenbaum	S Gottsegan
1969	R	Bing	H	Friedman	S	Weinberg	L	Small	M	Rini	R	Wurzman	S Gottsegan
1970	R	Bing	H	Friedman	S	Weinberg	L	Small	M	Rini	R	Wurzman	S Gottsegan
1971	R	Bing	H	Friedman	S	Weinberg	L	Small	M	Rini	R	Wurzman	S Gottsegan
1972	R	Bing	H	Friedman	M	Arsham	L	Small	S	Berns	R	Wurzman	S Gottsegan
1973	R	Bing	H	Friedman	M	Arsham	L	Small	S	Berns	R	Wurzman	S Gottsegan
1974	R	Bing	H	Friedman	M	Arsham	L	Small	S	Berns	R	Wurzman	S Wachsberger
1975	R	Bing	H	Friedman	M	Arsham	L	Small	S	Berns	R	Wurzman	S Wachsberger
1976	R	Bing	H	Friedman	M	Arsham	L	Small	S	Berns	R	Wurzman	S Wachsberger
1977	R	Bing	H	Friedman	M	Arsham	L	Small	S	Berns	R	Wurzman	S Wachsberger
1978	R	Bing	H	Friedman	M	Arsham	L	Small	S	Berns	R	Wurzman	S Wachsberger

1979	R	Bing	H	Friedman	M	Arsham	L	Small	L	Weiss	R	Wurzman	S	Wachsberger
1980	M	Singer	H	Friedman	M	Arsham	L	Small	L	Weiss	R	Wurzman	S	Wachsberger
1981	M	Singer	H	Friedman	M	Arsham	L	Small	L	Weiss	R	Wurzman	S	Wachsberger
1982	M	Singer	A	Jacobs*	M	Arsham	L	Small	L	Weiss	R	Wurzman	S	Wachsberger
1983	M	Singer	A	Jacobs	M	Arsham	L	Small	L	Weiss	R	Kates	S	Wachsberger
1984	M	Singer	A	Jacobs	M	Arsham	L	Small	L	Weiss	R	Kates	S	Wachsberger
1985	M	Singer	A	Jacobs	M	Arsham	L	Small	L	Weiss	R	Kates	S	Wachsberger
1986	M	Singer	A	Jacobs	M	Arsham	L	Small	L	Weiss	R	Kates	S	Wachsberger
1987	B	Luft*	A	Jacobs	M	Arsham	L	Small	M	Weiss	K	Kraus	S	Wachsberger
1988	B	Luft	A	Jacobs	M	Arsham	L	Small	M	Weiss	K	Kraus	S	Wachsberger
1989	B	Luft	A	Jacobs	M	Arsham	L	Small	M	Gorden*	K	Kraus	S	Wachsberger
1990	B	Luft	A	Jacobs	M	Arsham	L	Small	M	Gorden	K	Kraus	S	Wachsberger
1991	B	Luft	A	Jacobs	M	Arsham	L	Small	M	Gorden	K	Kraus	S	Wachsberger
1992	F	Goodman	A	Jacobs	M	Arsham	L	Small	M	Gorden	K	Kraus	S	Wachsberger
1993	F	Goodman	A	Jacobs	M	Arsham	L	Small	M	Gorden	K	Kraus	S	Wachsberger
1994	F	Goodman	A	Jacobs	M	Arsham	L	Small	M	Gorden	K	Kraus	S	Wachsberger
1995	F	Goodman	A	Jacobs	M	Arsham	L	Small	M	Gorden	J	Carlin	S	Wachsberger
1996	F	Goodman	A	Jacobs	M	Arsham	L	Small	K	Kleinman	B	Bloom	S	Wachsberger
1997	F	Goodman	A	Jacobs	M	Arsham	L	Small	K	Kleinman	B	Bloom	S	Wachsberger
1998	F	Goodman	A	Jacobs	M	Arsham	L	Small	K	Kleinman	B	Bloom	M	Jacobs
1999	F	Goodman	A	Jacobs	M	Arsham	L	Small	K	Kleinman	M	Wachter	M	Jacobs

## THE BEACHWOOD BOARD OF EDUCATION

THE FIRST MEETING OF THE BEACHWOOD BOARD OF EDUCATION WAS  
HELD OCTOBER 4, 1915

<b>1915</b>	B. H. Sickels, Pres	<b>1958</b>	Mrs. Vi Colombi, Pres.
	Wm. E. Matthews		John Hall, V.P.
	W. E. Lippert		Mrs. Connie Cowan
	Charles Wilson		Fred Isenstadt
	E. O. Castle		Si Wachsberger
	R. N. Warren, Clerk		H. K. Clark, Clerk, res. 2/22/58
			Sherman Hollander, appt. 2/22/58 res. 6/2/58
			George D. Schatel, Clerk, appt. 6/2/58
<b>1916</b>	B. H. Sickels, Pres	<b>1959</b>	Mrs. Vi Colombi, Pres.
	W. E. Lippert, V.P.		Mrs. Connie Cowan, V.P., res. 11/23/59
	Wm. E. Matthews		Mrs. Margaret Lubin, appt. 11/23/59
	Charles Wilson		John Hall, res. 5/11/59
	E. O. Castle		Don Klein, appt. 5/25/59
	R. N. Warren, Clerk		Si Wachsberger
			Fred Isenstadt
			George D. Schatel, Clerk
<b>1917</b>	Charles Wilson, Pres.	<b>1960</b>	Fred Isenstadt, Pres.
	W. E. Lippert, V.P.		Vi Colombi, V.P., res. 2/1/60
	Wm. E. Matthews		Miss Lulu Diehl, appt. 2/1/60 res. 10/24/60
	B. H. Sickels		Sherman Hollander, appt. 11/28/60
	E. O. Castle		Don Klein
	R. N. Warren, Clerk		Margaret Lubin
			Si Wachsberger
			George D. Schatel, Clerk
<b>1918</b>	Charles Wilson, Pres.	<b>1961</b>	Si Wachsberger, Pres.

	W. E. Lippert, V.P.		Fred Isenstadt, V.P.
	E. O. Castle		Sherman Hollander
	Wm. E. Matthews		Don Klein
	B. H. Sickels		Margaret Lubin
	E. J. Corlett, Clerk		George D. Schatel, Clerk
<b>1919</b>	B. H. Sickels, Pres.	<b>1962</b>	Don Klein, Pres.
	W. E. Lippert, V.P.		Margaret Lubin, V.P.
	E. O. Castle		Si Wachsberger
	Wm. E. Matthews		Fred Isenstadt
	C. F. Miller		Sherman Hollander
	E. J. Corlett, Clerk		George D. Schatel, Clerk
<b>1920</b>	B. H. Sickels, Pres.	<b>1963</b>	Margaret Lubin, Pres.
	C. F. Miller, V.P.		Sherman Hollander , V.P.
	E. O. Castle		Fred Isenstadt
	W. E. Lippert		Don Klein
	Wm. E. Matthews		Si Wachsberger
	E. J. Corlett, Clerk		George D. Schatel, Clerk
<b>1921</b>	B. H. Sickels, Pres.	<b>1964</b>	Sherman Hollander, Pres.
	C. F. Miller, V.P.		Margaret Lubin, V.P.
	E. O. Castle		Si Wachsberger
	W. E. Lippert		Stan Wertheim
	Wm. E. Matthews		Fred Isenstadt
	E. J. Corlett, Clerk		George D. Schatel, Clerk
<b>1922</b>	E. O. Castle , Pres.	<b>1965</b>	Fred Isenstadt, Pres.
	Wm. E. Matthews, V.P.		Sherman Hollander, V.P.
	B. H. Sickels		Margaret Lubin
	E. E. Leigh		Si Wachsberger
	N. Radcliffe, resigned		Stan Wertheim
	W. W. Cowle, appt. 10/26/22		George D. Schatel, Clerk
	C. F. Miller, Clerk		
<b>1923</b>	E. O. Castle, Pres.	<b>1966</b>	Stan Wertheim, Pres.
	B. H. Sickels, V.P.		Si Wachsberger, V.P.
	E. E. Leigh		Sherman Hollander
	Wm. E. Matthews		Fred Isenstadt
	W. W. Cowle		Margaret Lubin
	C. F. Miller, Clerk		George D. Schatel, Clerk

<b>1924</b>	B. H. Sickels, Pres.	<b>1967</b>	Si Wachsberger, Pres.
	E. O. Castle		Stan Wertheim, V.P.
	Wm. E. Matthews		Fred Isenstadt
	W. W. Cowle		Margaret Lubin
	E. E. Leigh		Sherman Hollander
	C. F. Miller, Clerk		George D. Schatel, Clerk
<b>1925</b>	B. H. Sickels, Pres.	<b>1968</b>	Sherman Hollander, Pres.
	E. E. Leigh, V.P.		Stan Wertheim, V.P.
	Wm. E. Matthews		Joanne Liebow
	W. W. Cowle		Si Wachsberger
	E. O. Castle		Fred Isenstadt
	C. F. Miller, Clerk		George D. Schatel, Clerk
<b>1926</b>	No record of board	<b>1969</b>	Joanne Liebow, Pres.
	W. W. Cowle, Clerk		Sherman Hollander, V.P.
			Stan Wertheim
			Si Wachsberger
			Fred Isenstadt
			George D. Schatel, Clerk
<b>1927</b>	No record of board	<b>1970</b>	Stan Wertheim, Pres.
	W. W. Cowle, Clerk (to June)		Joanne Liebow, V.P.
	W. S. Rankin, Clerk (from July)		Arline Brown
			Robert D. Kates
			Sherman Hollander
			George D. Schatel, Clerk
<b>1928</b>	No record of board	<b>1971</b>	Sherman Hollander, Pres.
	W. S. Rankin, Clerk		Joanne Liebow, V.P.
			Stan Wertheim
			Arline Brown
			Robert D. Kates
			George D. Schatel, Clerk
<b>1929</b>	No record of board	<b>1972</b>	Arline Brown, Pres.
	W. S. Rankin, Clerk		Sherman Hollander, V.P.
			Saul Eisen
			Robert D. Kates
			Joanne Liebow
			George D. Schatel, Clerk



<b>1930</b>	A. R. Barber, Pres.	<b>1973</b>	Robert D. Kates, Pres.
	Lindavien Denny, V.P.		Arline Brown, V.P.
	Mrs. Blazey		Saul Eisen
	Max E. Kaske		Sherman Hollander
	W. S. Rankin, Clerk		Joanne Liebow
			George D. Schatel, Clerk
<b>1931</b>	A. R. Barber, Pres.	<b>1974</b>	Joanne Liebow, Pres.
	Lindavien Denny, V.P.		Robert D. Kates, V.P.
	Mrs. Blazey		Saul Eisen
	Max E. Kaske		Arline Brown
	W. S. Rankin, Clerk		Richard Adler
			George D. Schatel, Clerk
<b>1932</b>	Max E. Kaske, Pres.	<b>1975</b>	Saul Eisen, Pres.
	Lindavien Denny, V.P.		Joanne Liebow, V.P.
	Mrs. Blazey		Robert D. Kates
	A. R. Barber		Arline Brown
	W. H. Seagrave		Richard Adler
	W. S. Rankin, Clerk		George D. Schatel, Clerk
<b>1933</b>	W. H. Seagrave, Pres.	<b>1976</b>	Arline Brown, Pres.
	Mrs. Blazey, V.P.		Saul Eisen, V.P.
	Max E. Kaske, resigned		Robert D. Kates
	E. A. Utas, appt. 2/6/33		Sheila Ross
	Lindavien Denny, Clerk		Richard Adler, res. 6/3/76
			Judy Marks, appt. 6/28/76
			George D. Schatel, Clerk
<b>1934</b>	W. H. Seagrave, Pres.	<b>1977</b>	Robert D. Kates, Pres.
	Mrs. Marie Root, V.P.		Arline Brown, V.P.
	E. A. Utas		Sheila Ross
	Mrs. K. Burnham		Saul Eisen
	Mr. DeVaughn		Judy Marks
	Lindavien Denny, Clerk		George D. Schatel, Clerk
<b>1935</b>	Mrs. K. Burnham, Pres.	<b>1978</b>	Sheila Ross, Pres.
	W. H. Seagrave, V.P.		Robert D. Kates, V.P.
	E. A. Utas*		Saul Eisen
	Mrs. Marie Root		Judy Marks
	Mr. DeVaughn		Marvin A. Sicherman

	Lindavien Denny, Clerk (until 2/4/35)* appt. Clerk 2/4/35		George D. Schatel, Clerk
<b>1936</b>	Mrs. K. Burnham, Pres.	<b>1979</b>	Saul Eisen, Pres.
	Mrs. Marie Root, V.P.		Sheila Ross, V.P.
	Mr. DeVaughn		Robert D. Kates
	W. H. Seagrave		Judy Marks
	E. A. Utas, Clerk		Marvin A. Sicherman
			George D. Schatel, Clerk
<b>1937</b>	Mrs. Marie Root, Pres.	<b>1980</b>	Judy Marks, Pres.
	W. H. Seagrave, V.P.		Saul Eisen, V.P.
	Mrs. K. Burnham		Marilyn Jacobson
	Mr. DeVaughn, res. 2/3/37		Robert D. Kates
	Lawrence Ruby, appt. 5/4/37		Marvin A. Sicherman
	E. A. Utas, Clerk		George D. Schatel, Clerk
<b>1938</b>	Mrs. Marie Root, Pres.	<b>1981</b>	Marvin A. Sicherman, Pres.
	Lawrence Ruby, V.P.		Judy Marks, V.P.
	Mrs. K. Burnham		Saul Eisen
	W. H. Seagrave		Marilyn Jacobson
	Mr. Marous		Robert D. Kates
	H. Morrison, Jr., Clerk		James Tierney, Clerk
<b>1939</b>	Mrs. Marie Root, Pres.	<b>1982</b>	Saul Eisen, Pres.
	Mr. Marous, V.P.		Marilyn Jacobson, V.P.
	Mrs. K. Burnham , resigned		Marvin A. Sicherman
	P. F. Rossbach, appt. 5/2/39		Judy Marks
	Lawrence Ruby		Michael M. Kleinman
	H. Morrison, Jr., Clerk		Jessie Hlad, Treasurer
<b>1940</b>	P. F. Rossbach, Pres.	<b>1983</b>	Marilyn Jacobson, Pres.
	Mr. Elmendorf, V.P.		Judy Marks, V.P.
	Mrs. Marie Root		Saul Eisen
	Frank A. Eickhoff		Marvin A. Sicherman
	Mr. Marous, resigned		Michael M. Kleinman
	J. A. Curtis, appt. 3/4/40		Jessie Hlad, Treasurer
	H. Morrison, Jr., Clerk		
<b>1941</b>	P. F. Rossbach, Pres.	<b>1984</b>	Judy Marks, Pres.
	J. A. Curtis, V.P.		Marvin A. Sicherman, V.P.
	Mrs. Marie Root		Saul Eisen
	Frank A. Eickhoff		Michael M. Kleinman

	Mr. Elmendorf, res. 2/4/41		Pam Wamsley
	Chas. H. Tate, appt. 2/4/41		Jessie Hlad, Treasurer
	B. C. Bourne, Clerk		
<b>1942</b>	P. F. Rossbach, Pres.	<b>1985</b>	Marvin A. Sicherman, Pres.
	J. A. Curtis, V.P.		Michael M. Kleinman, V.P.
	Frank A. Eickhoff		Judy Marks
	Chas. H. Tate		Saul Eisen
	John W. Cronin		Pam Wamsley
	B. C. Bourne, Clerk		Jessie Hlad, Treasurer
<b>1943</b>	J. A. Curtis, Pres.	<b>1986</b>	Michael M. Kleinman, Pres.
	Chas. H. Tate, V.P.		Saul Eisen, V.P.
	John W. Cronin		Judy Marks
	P. F. Rossbach		Pam Wamsley
	Frank A. Eickhoff, died 11/2/43		David W. Whitaker
	B. C. Bourne, Clerk		Jessie Hlad, Treasurer
			William Bornhauser, Treasurer(appt. 9/1/86)
<b>1944</b>	J. A. Curtis, res. 6/8/44	<b>1987</b>	Saul Eisen, Pres.
	Chas. F. Carr, appt. 9/5/44		Pam Wamsley, V.P.
	Chas. H. Tate		Michael M. Kleinman
	John W. Cronin		Judy Marks
	P. F. Rossbach		David W. Whitaker
	Dr. Edward Judd		William Bornhauser, Treasurer
	B. C. Bourne, Clerk		
<b>1945</b>	Chas. H. Tate, Pres.	<b>1988</b>	Michael M. Kleinman, Pres.
	Chas. F. Carr, V.P.		David W. Whitaker, V.P.
	John W. Cronin, res. 3/27/45		Saul Eisen
	Clyde Thomas, appt. 8/14/45		Kenneth W. Kleinman
	Dr. Edward Judd, res. 12/4/45		Judy Marks
	P. F. Rossbach		William Bornhauser, Treasurer res. 8/19/88
	B. C. Bourne, Clerk		Karen E. Daley, Interim Treasurer appt. 8/22/88 res. 12/31/88
<b>1946</b>	Chas. H. Tate, Pres.	<b>1989</b>	Judy Marks, Pres., res. 9/6/89
	Chas. F. Carr, V.P.		Saul Eisen, V.P., appt. Pres. 9/11/89
	Clyde Thomas		David W. Whitaker, V.P. 9/11/89

	P. F. Rossbach		Sylvia W. Aarons, appt. 9/25/89
	Wiser Brown, appt. 3/19/46		Kenneth W. Kleinman
	B. C. Bourne, Clerk		Michael M. Kleinman
			Michele E. Mahon, Treasurer appt. 1/1/89
<b>1947</b>	Chas. H. Tate, Pres.	<b>1990</b>	Kenneth W. Kleinman , Pres.
	P. F. Rossbach, V.P.		Saul Eisen, V.P.
	Chas. F. Carr		Michael M. Kleinman
	Clyde Thomas		Sylvia W. Aarons
	Wiser Brown		Martin S. Horwitz
	B. C. Bourne, Clerk		Michele E. Mahon, Treasurer
<b>1948</b>	Chas. H. Tate, Pres.	<b>1991</b>	Saul Eisen, Pres.
	P. F. Rossbach, V.P.		Michael M. Kleinman, V.P.
	Clyde Thomas		Kenneth W. Kleinman
	Chas. F. Carr		Sylvia W. Aarons
	Wiser Brown, res. 8/3/48		Martin S. Horwitz
	Mrs. H. Seel, appt. 9/14/48		Michele E. Mahon, Treasurer
	B. C. Bourne, Clerk		
<b>1949</b>	Chas. H. Tate, Pres.	<b>1992</b>	Michael M. Kleinman, Pres.
	P. F. Rossbach, V.P.		Sylvia W. Aarons, V.P.
	Chas. F. Carr, res. 8/2/49		Saul Eisen
	Donald Stoll, appt. 10/11/49		Martin S. Horwitz
	Clyde Thomas, res. 10/11/49		Valerie Markowitz
	Mrs. M. Williams, appt. 10/11/49		Michele E. Mahon, Treasurer
	Mrs. H. Seel, res. 9/6/49		
	Mrs. R. Branand, appt. 9/9/49		
	B. C. Bourne, Clerk, res. 2/1/49		
	Clyde Thomas, Clerk, appt. 2/1/49		
<b>1950</b>	Chas. H. Tate, Pres., res. 10/3/50	<b>1993</b>	Sylvia W. Aarons, Pres.
	C. A. Hurt, appt. 10/10/50		Martin S. Horwitz, V.P.
	Donald Stoll, V.P., res. 5/2/50		Saul Eisen
	Col. E. C. Higbee, appt. 6/6/50		Michael M. Kleinman
	Mrs. M. Williams		Valerie Markowitz
	Mrs. R. Branand		Michele E. Mahon, Treasurer
	P. F. Rossbach, res. 8/1/50		
	Mrs. Vi Colombi, appt. 10/3/50		
	Clyde Thomas, Clerk, res. 12/5/50		

	H. K. Clark, Clerk, appt. 12/5/50		
<b>1951</b>	Mrs. R. Branand, Pres.	<b>1994</b>	Martin S. Horwitz, Pres.
	Col. E. C. Higbee, V.P.		Valerie Markowitz, V.P.
	Mrs. Vi Colombi		Saul Eisen
	Mr. C. A. Hurt		Sylvia W. Aarons
	Mrs. M. Williams		Mark A. Mintz
	H. K. Clark, Clerk		Michele E. Mills, Treasurer
<b>1952</b>	Col. E. C. Higbee, Pres.	<b>1995</b>	Valerie Markowitz, Pres.
	Mr. Helmig, V.P., res. 5/5/52		Saul Eisen, V.P.
	Mr. B. Dryer, appt. 5/5/52 res. 11/10/52		Sylvia W. Aarons
	Irving Herlands, appt. 1/24/52		Martin S. Horwitz
	Mrs. Vi Colombi		Mark A. Mintz
	Mr. C. Allen Hurt		Michele E. Mills, Treasurer
	Mrs. M. Williams		
	H. K. Clark, Clerk		
<b>1953</b>	Col. E. C. Higbee, Pres., res. 6/22/53	<b>1996</b>	Saul Eisen, Pres.
	J. McMahan, appt. 10/10/53		Mark A. Mintz, V.P.
	C. Allen Hurt, V.P.		Sylvia W. Aarons
	Mrs. Vi Colombi		Martin S. Horwitz
	Irving Herlands		Valerie Markowitz
	Mrs. M. Williams, resigned		Michele E. Mills, Treasurer
	Mrs. C. Cowan, appt. 12/28/53		
	H. K. Clark, Clerk		
<b>1954</b>	C. Allen Hurt, Pres.	<b>1997</b>	Mark A. Mintz, Pres.
	J. McMahan, V.P.		Sylvia W. Aarons, V.P.
	Mrs. Vi Colombi		Saul Eisen
	Mrs. Connie Cowan		Martin S. Horwitz
	Mr. E. Byers		Valerie Markowitz
	H. K. Clark, Clerk		Michele E. Mills, Treasurer
<b>1955</b>	C. Allen Hurt, Pres.	<b>1998</b>	Sylvia W. Aarons, Pres.
	J. McMahan, V.P.		Martin S. Horwitz, V.P.
	Mr. E. Byers		Saul Eisen
	Mrs. Vi Colombi		Valerie Markowitz
	Mrs. Connie Cowan		Mark A. Mintz
	H. K. Clark, Clerk		Michele E. Mills, Treasurer
<b>1956</b>	J. McMahan, Pres.	<b>1999</b>	Martin S. Horwitz, Pres.

	Mr. E. Byers, V.P., res. 9/17/56		Valerie Markowitz ,V.P.
	Si Wachsberger, appt. 10/22/56		Saul Eisen
	Mrs. Vi Colombi		Sylvia W. Aarons
	Mrs. Connie Cowan		Mark A. Mintz
	John Hall		Michele E. Mills, Treasurer
	H. K. Clark, Clerk		
<b>1957</b>	Mrs. Vi Colombi, Pres.	<b>2000</b>	Martin S. Horwitz, Pres., V.P.
	John Hall, V.P.		Sylvia W. Aarons
	J. McMahan		Scott Peters
	Mrs. Connie Cowan		Beth Rosenbaum
	Si Wachsberger		Michele E. Mills, Treasurer
	H. K. Clark, Clerk		



Beachwood 1997