

Columbus Register of Historic Properties Registration Form

Planning Division, Historic Preservation Office

This form is for use in nominating individual properties and districts. Complete each item by marking "x" in the appropriate box or entering the information requested. If an item does not apply to the property being documented enter "N/A" for "not applicable." Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

Historic name Standard Building

Other name Gugle Building

2. Location

Address 174 E. Long Street Zip Code 43215-1809

3. Historic Preservation Officer Certification

As the designated authority under the Columbus City Code Chapter 3116 and 3117, I hereby certify that this nomination meets the documentation standards for registering properties in the Columbus Register of Historic Properties and meets the procedural requirements set forth in Columbus City Code Chapter 3117. In my opinion, the property or properties meet(s) does not meet the Columbus Register criteria. I recommend that this property or properties be considered significant locally nationally statewide.

Historic Preservation Officer _____ Date _____

In our opinion, the property or properties meet(s) does not meet the Columbus Register criteria.

Historic Resources Commission Chair _____ Date _____

4. Columbus City Council Certification

I hereby certify that this property or properties is/are:

- entered in the Columbus Register.
- determined not eligible for the Columbus Register.
- removed from the Columbus Register
- other, (explain) _____

Signature of the City Clerk _____ Date _____

I hereby certify that the Franklin County Recorder has been notified that this property or properties has/have been entered into the Columbus Register.

Historic Preservation Officer _____ Date _____

5. Classification

Ownership of Property
(Check all boxes that apply)

- private
- public – local
- public – State
- public – Federal

Category of Property
(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in count)

<i>Contributing</i>	<i>Non-contributing</i>	
	1	buildings
		sites
		structures
		objects
	1	<i>Total</i>

Number of contributing resources previously listed in the Columbus Register
0

6. Function or Use

Historic Functions

Commerce/Business

Current Functions

Commerce/Business

7. Description

Architectural Classification

Commercial Style

Materials

Reinforced concrete	foundation
Reinforced concrete	walls
Brick, stone	walls
Reinforced concrete, asphalt	roof
_____	other

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets)

See Continuation Sheets

8. Statement of Significance

Applicable Columbus Register Criteria

- A. The design or style of the property's exterior and/or interior is of significance to the historical, architectural or cultural development of the city, state or nation.
- B. The property is closely and publicly identified with a person who has significantly contributed to the historical, architectural or cultural development of the city, state, or nation.
- C. The property is identified as a significant work of an architect, artisan, engineer, landscape architect or builder whose individual work has influenced the historical, architectural, or cultural development of the city, state, or nation.
- D. The property demonstrates significant craftsmanship in architectural design, detail, or use of materials.
- E. The property is closely and publicly identified with an event, or series of events, which has influenced the historical, architectural, or cultural development of the city, state, or nation.

Period or Periods of Significance

1912-1955

Significant Date or Dates

1912

Significant Person or Persons

(Complete if Criterion 2 is marked)

Architect/Builder

Unknown

Criteria Considerations

(select box if applicable.)

Property is:

- less than 40 years of age or achieved
- significance within past 40 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

See Continuation Sheets

9. Major Bibliographical References

Bibliography

(Cite the books, articles and other sources used in preparing this form on one or more continuation sheets.)

See Continuation Sheets

Primary location of additional data

- Columbus Historic Preservation Office
- State Historic Preservation Office
- University
- Other

Name of repository City of Columbus Metropolitan Library

10. Geographical DataAcreage of Property 0.12 acres

Verbal Boundary Description

(Describe the boundaries of the property, or properties or district on a continuation sheet.)

See Continuation Sheets

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

*See Continuation Sheets***11. Form Prepared By:**Name/Title Alex GreenOrganization Sandvick ArchitectsStreet Address 1265 W. 6th StreetTelephone 216-621-8055E-mail address agreen@sandvickarchitects.com

Date _____

City ClevelandState OH Zip Code 43215-1809**12. Additional Documentation**

Submit the following items with the completed form:

Continuation Sheets

Map (A to scale sketch map for individually listed property, or properties or historic district.)

Photographs (Representative digital and 4" x 6", black and white or color prints of the property, or properties, or historic district.)

Additional items (check with the Columbus Historic Preservation Officer for any additional items.)

13. Property Owner

(Use Continuation Sheets to list additional property owners.)

Name/Title Del Monte Holdings II LLC; c/o Brad DeHaysStreet Address 1400 Dublin RoadTelephone 614-354-0091City ColumbusState OH Zip Code 43215-1009E-mail address brad@connect-ohio.com

Date _____

CONTINUATION PAGES

Building Name: Standard Building

Narrative Description

(Describe the historic and current condition of the property)

The Standard Building - which has also been known as the Blue Cross Building and the Gugle Building - occupies the northeast corner of E. Long and E. 4th Streets in downtown Columbus, Ohio, approximately three blocks from the Ohio State House. The site lies at the edge of the central business district, where it begins transitioning toward the lower scale buildings of the warehouse district to the north. Once densely developed with a mixture of dwellings and low-rise commercial buildings, the surrounding blocks are now largely occupied by surface parking lots, but isolated historic buildings remain from the late 19th and early 20th centuries. The Standard Building's site is representative of this broader context, with a large surface lot directly north and a 2-story commercial building from the early 20th century to the east, the latter separated from the Standard Building by another small surface lot where a building once stood.

Constructed in 1912, the Standard Building has a rectangular footprint and is six stories tall, with a first floor that is taller than floors 2-6. The primary façades facing Long (south) and 4th (west) streets demonstrate the hierarchical design of many early 20th-century Commercial Style buildings, emulating the base, shaft, and capital of a column. The first and second floors feature sandstone facing with deeply recessed joints and decorative flat arches above the second-floor windows, capped by an attractive denticulated stone band separating the base from the shaft. Typical upper floors are clad in brick, with bracketed sandstone sills. Ghost marks above the windows suggest they historically included stone lintels as well, but any such lintels were removed when non-historic metal cladding was installed on the façade. The "capital" of the Standard Building façades begins just below the 6th-floor windows, separated from the typical floors below by a simple sandstone belt course, framed by sandstone quoins on the street-facing corners, and capped by a decorative bracketed cornice with Italianate elements. The projecting portion of the cornice and the upper portions of each bracket were removed to accommodate installation of the non-historic metal cladding, but the lower portions of all brackets remain to define its configuration and character. A thin dark coating has previously been applied to all exterior masonry, but the historic materials and details remain clearly expressed and the façades continue to reflect their historic design and appearance.

Each of the Standard Building's primary façades includes four bays, all of similar width except for the easternmost bay on the south façade, which is roughly half the width of the others. Each bay consists of a single storefront opening at the first floor, except that the northernmost opening on the west façade is subdivided with a minor pier to accommodate an exit door at the north end. The second floor also features a single wide window opening in each bay, matching the width of the storefronts below. Floors 3-6 include a pair of window openings separated by brick piers and spandrels in each bay, except at the narrower bay at the east end of the south façade, which has only one opening per floor. Non-historic aluminum windows were installed in all window openings when the metal façade was applied, so no historic windows remain. All storefronts have also previously been removed, with solid stone installed in the majority of openings and

non-historic storefronts at the southwest corner, set back from the exterior piers to create a recessed entry occupying a portion of the original interior footprint.

Secondary elevations on the north and east sides are comparatively far more plain than the south and west sides. The reinforced concrete structure is expressed on the north elevation, with common brick infill between the concrete columns and beams, although all has been covered with the same dark coating on the primary façades. The north elevation has 4 bays across the rear, with the third bay from the east recessed to accommodate a metal fire escape accessible from floors 2-6. The second and fourth bays include a single window opening at each of the upper five floors (2-6), but the first bay includes a window opening on floors 3 and 5 only. All existing windows are contemporary replacements. A single contemporary glass entry door with sidelights was installed on the first floor, in the second bay from the east, along with a fabric awning and two non-historic windows above. The east elevation is similar, except that a large area is windowless and now coated with stucco, evidencing the fact that it was historically abutted by another building. It does include two window openings on each upper floor (2-6) at the north end of the elevation, with one additional opening at floors 3 and 6. All existing windows are non-historic replacements.

The interior plan of the Standard Building is configured similarly on all floors. The historic vertical circulation core remains in the southeast corner, with two passenger elevators and an adjacent decorative stair. A common bathroom core is also centered on the north wall of each floor, and the north fire escape provides a secondary emergency exit. No evidence of historic corridors remains on any floor, all of which have experienced multiple modifications over time for changing tenants, and non-historic walls and dropped acoustical tile ceilings finishes have been introduced throughout the office interiors.

Despite the introduction of non-historic walls and finishes, the Standard Building retains a substantial amount of historic interior fabric. The primary historic stair is its most prominent feature, with its decorative metal railing, marble treads and wainscot at the first and second floors, and hexagonal tile landings at upper floors. Historic plaster ceilings remain largely intact above dropped ceilings, with simple decorative detailing at the perimeter walls and around historic concrete columns.

Narrative Statement of Significance

(Explain the significance of the property)

The Standard Building is significant for its associations with broad historical trends impacting Columbus during the first decades of the 20th century. Completed in 1912, the building is representative of a period of substantial growth in Columbus, with the city's population nearly doubling from 125,000 to 237,000 between 1900 and 1920. Construction of the 6-story Standard Building on the northeastern edge of the central business district, an area that was still largely occupied by dwellings and small-scale neighborhood shops in the early 20th century, reflects the physical expansion of Columbus' commercial core during this time. The Standard Building's location and history of occupants also reflect the development of its immediate neighborhood as a center of the local automotive industry, with a number of early automobile dealers, service stations and other supporting businesses constructed on surrounding blocks during the same

period. The building's connection to the automotive industry is perhaps best expressed by the building's namesake tenant, Standard Oil of Ohio, whose regional headquarters occupied the Standard Building from 1917-1955. Previously located in the more industrial Milo-Grogan area near Columbus' central railroad hubs, Standard Oil's relocation to the corner of Fourth and Long reflects the company's broader shift from a near exclusive focus on supplying industrial clients to more consumer-oriented products like motor oil and fuel, for which the rapidly expanding automotive and aviation industries were driving substantial increases in demand. Lastly, the design and construction of the Standard Building, which blends classically detailed exterior masonry and decorative interior elements with a then state-of-the-art reinforced concrete frame, represents the transitional character of commercial buildings in the early 20th century, when modern technological innovations were embraced but adapted to conform to more traditional aesthetic preferences.

The period of significance at 174 E. Long Street began with the building's construction in 1912 and continued until 1955, when Standard Oil of Ohio's occupation of the sixth floor had run its course. Source material indicates the preeminence of this tenant, because while it occupied this building Columbus City directories refer to as the Standard Building. Thus, it appears overwhelmingly likely that the Standard Building name was the common vernacular during the period of significance and why it is a more appropriate historic name than the "Gugle Building," as the building was briefly known, so named for its original owner, George Gugle.

The Standard Building was constructed in 1912, in the midst of increasing investment in downtown Columbus. Local leaders had begun to embrace the principles of the City Beautiful movement and pushed to move heavier industries out of downtown in favor of more commercial and administrative functions, a trend that accelerated after the massive 1913 flood of the Scioto River inundated the most heavily industrial areas. Once opened, the Standard Building attracted many businesses as tenants, including the Lancaster Tire & Rubber Company, the Mutual Life Insurance Company, Irwin Manufacturing Company, the Grid Graph Company, and many other affiliated with life insurance organizations and the automotive industry, which had outsourced manufacturing elsewhere and taken up sales and administrative opportunities in the city. The Standard Building's most prominent and namesake tenant, Standard Oil of Ohio, followed soon after in 1917, occupying the entire top floor.

Following the 1911 Supreme Court ruling on the illegality of absolute monopoly over any given market, the Standard Oil Company had split into seven "sister" companies, one of which was Standard Oil of Ohio. Standard Oil of Ohio managed four regions, or "divisions," in the state: Toledo Division, Cincinnati Division, Cleveland Division, and Columbus Division, the last of which was the largest.¹ Columbus Division alone was comprised of 24 full counties, and portions of another 7 counties that were split with other divisions. In the later 1910s or early 1920s, the company went so far as to rebrand their name to "Sohio," a more consumer-friendly name they also applied to their rapidly growing number of automobile service and filling stations.

Between 1912 and 1917, the growth and shifting focus of the Columbus Division necessitated a move from its former location in the industrial Milo-Grogan (or "Milo") neighborhood to the corner of Fourth and Long Streets, where a new automotive district was emerging. The purpose

¹ "New Division Alignment." The Sohioan. March 1929.

of Sohio's headquarters at 174 E. Long Street was predominantly regional marketing: advertising, endorsement, and various business arrangements with other companies (such as Atlas Tires) were organized in this hub, which was overseen by a division manager.

The decision to occupy the entire top floor of a building in what was then becoming a commercial-heavy, automobile-oriented area was a conscious one: the early 20th century heralded greater diversity in uses for oil, from large-scale manufacturing that greased the wheels of machinery, to the burgeoning automotive market - the Standard Building itself is located immediately adjacent to a former Chevrolet dealership of the same time period. Regional expansion was rapid, as evidenced by the comprehensive reports in the Columbus Division section of *The Sohioan*, the company's monthly bulletin sent out to employees.

Beneath the Standard Oil of Ohio banner were four areas: the Board of Directors, which included long-time president W. T. Holliday, the General Office located in Cleveland, Ohio, the Manufacturing Department, and the Sales Department, under which the Columbus Division functioned. In addition to the sixth floor occupation, Sohio periodically assigned and reassigned departments to other office space within the building. The structure within the Standard Building was constantly in flux: the Tabulating Department, Statistical Department, Order Department, Personnel Department, Credit Department, Bookkeeping, and other functions would intermingle, interchange, and shift with such rapidity that *The Sohioan's* most frequent regional updates included notations on these shifts in use and company strategy. C.H. Fowle, the most beloved division manager of the Columbus District, oversaw the busy shifting with a keen eye until his retirement in 1930, so much so that it was frequently commented that "Columbus Office is a fine place to work."²

In all enterprises, Sohio endeavored outreach. An "*Every Sohioan a Salesman*" campaign was at the forefront of enabling the company to function on a human scale for contemporary wants and needs in its advertising strategies.³ "*Every Sohioan a Salesman*" stressed the importance of every employee working for the company in endorsing Sohio's interests and products with friends, family, and neighbors on top of commercial consumers. A 1929 publication of the company's bulletin featured an article titled "The Goal In Sohio Advertising," which emphasized personable representatives and stoking public interest in what is "new."⁴ At its zenith, Sohio produced more than gasoline, including oil by-products such as cleaning supplies, tools, and bath soaps. Conscious of future prospects and intent on remaining at the top of the automotive- and air-travel game, Standard Oil of Ohio looked forward in every respect.

By December of 1932, Sohio's success was tempered by the Great Depression and required further subdivision for simplicity in management: 13 new, smaller divisions were proposed and executed, all of which reported to the Head Office in Cleveland, Ohio, but the Columbus Division's headquarters remained at the Standard Building.

² "*Division Managers*". *The Sohioan*. March 1929.

³ "*Wanted: 5000 Sohio Salesmen – Previous Experience Unnecessary*". *The Sohioan*. July 1932.

⁴ Atwood, Raymond. "*The Goal In Sohio Advertising*". *The Sohioan*. July 1929.

The company gained traction again by investing in airplanes set to fly out of the Port of Columbus⁵ in addition to automobiles and, by the 1940s, military contracts - during which all Sohio employees and representatives in every division were encouraged to tout the versatility and usefulness of Sohio products and investments. Sohio's adaptation to the cutting-edge technologies and rapid mechanical advancement that defined the early 20th century set the standard for marketing strategies, community involvement, and a company culture that would influence the divisions it occupied and the public with which it interacted in the decades that followed. The Columbus Division remained in the Standard Building until 1955, when it finally left the building after nearly four decades as its anchor tenant.

The Standard Building is significant for its associations with the Columbus regional headquarters of Standard Oil of Ohio, and is also representative of the broader expansion of downtown Columbus and transformation of its surrounding neighborhood to an automotive-centric area during the early 20th Century. Further, it is representative of architectural trends that defined commercial buildings of the period, particularly in its use of then-modern technology in its reinforced concrete frame while retaining traditional classical details and aesthetic references. For these reasons, the building is nominated for inclusion in the Columbus Register of Historic Properties.

Bibliography

(Cite the books, articles, and other sources used in preparing this form)

Columbus City Directories. 1912-1956. Columbus Metropolitan Library.

"Financial Pages." *Ohio Jewish Chronicle*. October 26, 1923. Section 1, Page 1

Lunker, Henry L. *Industrial evolution of Columbus, Ohio*. Columbus, OH, 1958.

Lunker, Henry L. *Columbus, Ohio, a Personal Geography*. Columbus: Ohio State University Press, 2000.

Moore, Opha. *History of Franklin County, Ohio*. Topeka: Historical Pub. Co., 1930.

Sampson, Anthony. *The Seven Sisters: The Great Oil Companies and the World They Shaped*. London: PFD, 2009.

Sanborn Fire Insurance Maps. 1921, 1951 edits. Ohio Web Library & Columbus Metropolitan Library.

The Sohioan. 1929-1940.

"Standard Oil Company and Trust." Encyclopaedia Britannica. January 25, 2018. Accessed May 10, 2018. <http://www.britannica.com/topic/Standard-Oil-Company-and-Trust>.

⁵ "Wright Brothers Used Standard Oils in First Airplane Flight". *The Sohioan*. December 1929.

Thoms, D. W., Len Holden, and Tim Claydon. *The Motor Car and Popular Culture in the Twentieth Century*. Aldershot: Ashgate, 1998.

Verbal Boundary Description

(Describe the boundaries of the property, or properties or district)

The nominated property consists of one parcel (Franklin County Parcel #010-018897-00), bounded by E. Long Street to the south, N. Fourth Street to the west, an unnamed alley to the east, and an adjacent parking lot to the north.

Boundary Justification

(Explain why the boundaries were selected)

The proposed boundary includes all property historically associated with the Standard Building.

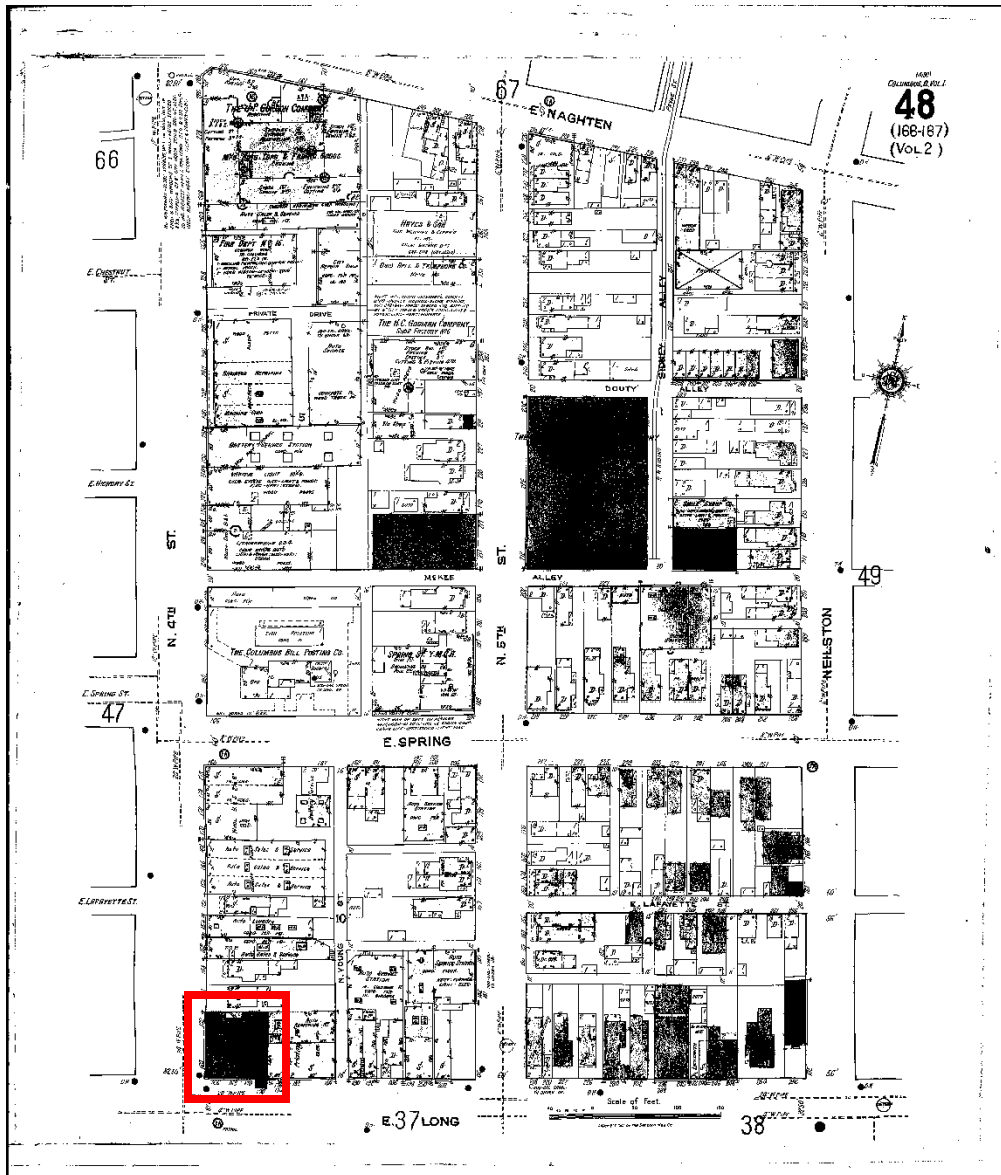


Figure 1: Standard Building labeled on 1921 Sanborn map, Columbus, Ohio, Volume 1, Sheet 48. Ohio Web Library.

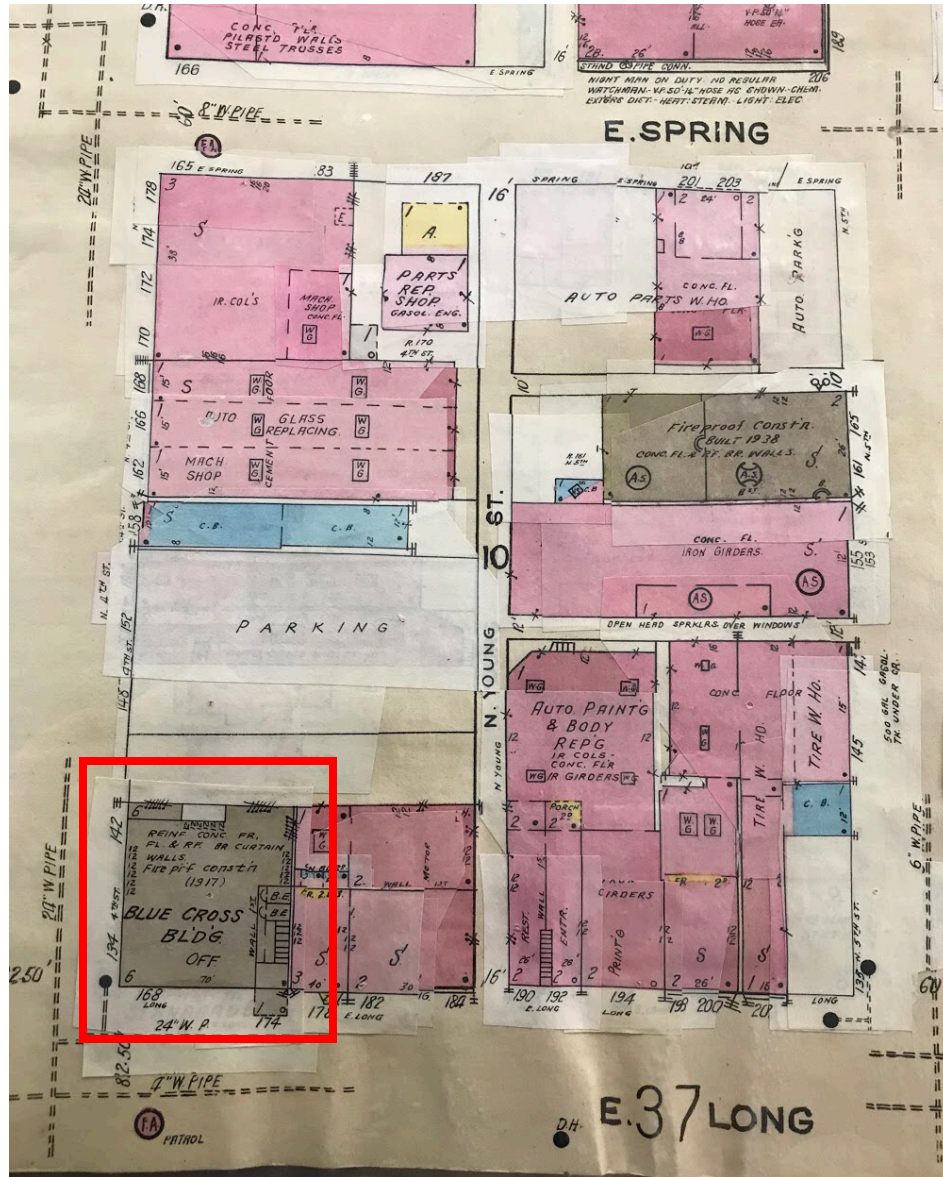


Figure 2: Standard Building labeled on 1921 Sanborn map with 1951 edits, Columbus, Ohio, Volume 1, Sheet 37. Columbus Metropolitan Library.



Ye Editor Stands in Sohio Neon Sign on Machine Shop at No. 1 Works

“Telling the World”

Figure 3: SOHIO sign at Machine Shop No. 1 Works. January 1931 Edition, Page 12. *The Sohioan*.

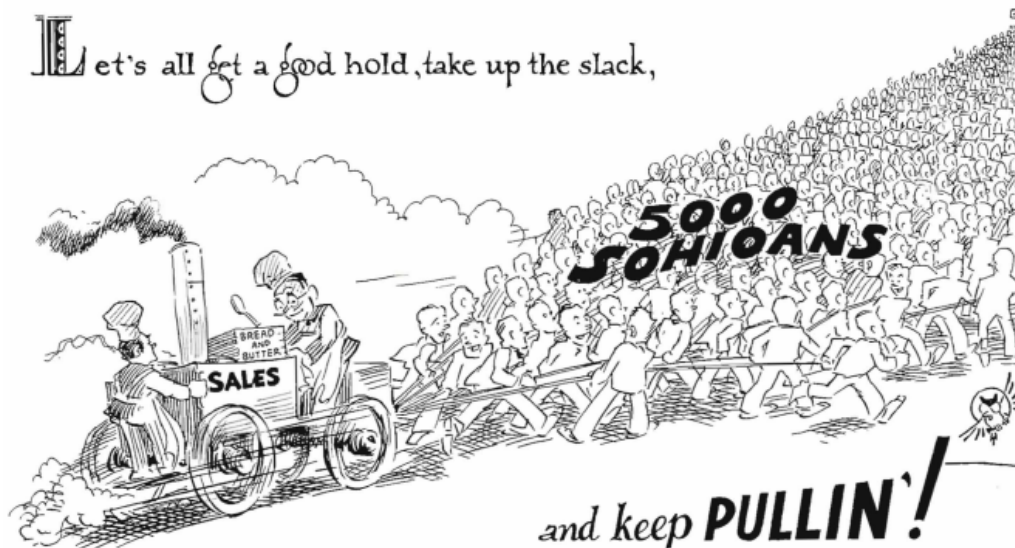


Figure 4: “Every Sohioan A Salesman” Campaign propaganda. July 1932 Edition, Page 16. *The Sohioan*.

C. H. Fowle



C. H. Fowle, Division Manager of Columbus, started with Standard Oil in 1890 as a clerk in that office. After mastering the details of the business, he was made Chief Clerk and served in that capacity from 1902 to 1917. In 1917, he was promoted to Assistant Special Agent, and in 1923, became Special Agent.

Mr. Fowle is the "daddy" of his flock and his kindly ways have endeared him to all. The universal comment that "Columbus Office is a fine place to work" is a tribute to the man who has helped build it for 39 years.



Figure 5: "C.H. Fowle" profile. March 1929 Edition, Page 8. *The Sohioan*.



Map Showing New Division Alignment

Figure 6: "New Division Alignment". March 1929 Edition, Page 29. *The Sohioan*.