

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: Ohio Bell Southwestern Headquarters

Other names/site number: Ohio Bell Building; Continental Centre

Name of related multiple property listing:
N/A

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

2. Location

Street & number: 150 E. Gay Street

City or town: Columbus State: OH County: Franklin

Not For Publication: N/A Vicinity: N/A

3. State/Federal Agency Certification

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

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

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

___ national ___ statewide X local

Applicable National Register Criteria:

___ A ___ B X C ___ D

<p><i>Barbara Towner</i> DSHPO/Dept. Head for Inventory & Registration 11-4-2021</p> <hr/> <p>Signature of certifying official/Title: Date</p> <p><u>State Historic Preservation Office, Ohio History Connection</u></p> <p>State or Federal agency/bureau or Tribal Government</p>	
<p>In my opinion, the property ___ meets ___ does not meet the National Register criteria.</p> <hr/> <p>Signature of commenting official: Date</p> <hr/> <p>Title : State or Federal agency/bureau or Tribal Government</p>	

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4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u> </u>	buildings
<u> </u>	<u> </u>	sites
<u> </u>	<u> </u>	structures
<u> </u>	<u> </u>	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/Business

Current Functions

(Enter categories from instructions.)

COMMERCE/Business

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7. Description

Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT/Late-Modern

Materials: (enter categories from instructions.)

Principal exterior materials of the property: Concrete, Glass, Quartzite

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

Constructed between 1971-1973, the Ohio Bell Southwestern Headquarters is a twenty-six-story steel and concrete Late-Modern skyscraper with basement and subbasement. The property at 150 East Gay Street in downtown Columbus, Franklin County, Ohio, includes the entire city block at the northwest corner of North 4th and East Gay streets. Paved plazas, especially on the south, create public pedestrian areas between the building and streets, and sunken courtyards on the east and south provide private outdoor space for building users. Three rectangular display windows (called pods on the original plans) protrude from the east elevation at the first story. Exposed aggregate concrete clads the building. Quartzite panels clad portions of the building base and exterior site features. The building design is organized on a base-shaft-capital motif. The three-story base includes a lobby with mechanical area above. Floors 4 through 25 house offices. A tall mechanical space caps the building. The exposed aggregate concrete grid organizes the fenestration of each elevation, and glazing defines building corners at each office story. A centralized core organizes each floor, containing elevators, stairs, mechanical, storage, and restrooms. Bronze and quartzite adorn the interior lobby. The building retains historic integrity from the period of significance, 1973, the date of construction.

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Narrative Description

SETTING AND SITE

The Ohio Bell Southwestern Headquarters (Ohio Bell Building) sits at the northwest corner of East Gay Street and North 4th Street in downtown Columbus, Ohio (*Figures 1 & 2*). The square parcel is bound by East Elm Street to the north, North 4th Street to the east, East Gay Street to the south, and North Lazelle Street to the west. North 4th Street (US Route 33) is a wide (approx. 55') four-lane north-bound street with parallel parking along the west curb; the west lane is dedicated to bicycle traffic. East Gay Street is a two-lane, two-way street with parallel parking on both sides. Both East Elm Street and North Lazelle Street are one-lane, one-way streets that feel more like alleys due to their narrow widths; Elm is west-bound, and Lazelle is south-bound.

The fourteen-story AT&T Equipment Building (1956) occupies the city block to the north of the Ohio Bell Building.¹ To the west across Lazelle Street is the five-story Ohio & Southern Electric Company substation (circa 1970).² A four-story brick parking garage (circa 2009) and a four-story townhouse (circa 2007) complex sit across North 4th Street to the east; surface parking filled this block during Ohio Bell's tenure.³ A five-story brick office building (circa 1980) and its associated parking lot sit directly across Gay Street to the south, and the twenty-three story 1963 Sheraton Plaza (now Renaissance Hotel) sits to the southwest of the building at the corner of Gay and 3rd streets.⁴

The twenty-six story Ohio Bell Building has an approximately 50' setback from East Gay Street and approximately 15' setbacks on the west, north, and east (*Figure 3*). With few exceptions, extant site features date to the original site plan design. The deep setback on the south provides space for an open plaza (*Photos 1 & 2*). Historically, quartzite pavers covered the plaza. Today, natural colored concrete pavers extend from the exterior columns around the building; fields of square dark gray concrete squares fill the grid, emulating the quartzite.⁵ The concrete paver

¹ The first four stories were built 1956; three more were added in 1966. The top seven stories were added beginning in 1972 and completed in 1974. "Ohio Bell Telephone Company," Central Ohio Building Index, Columbus [Ohio] Metropolitan Library. While historically associated with the Ohio Bell Building, this equipment building is not included within the nominated boundary as it is not associated with the architectural context for which the Ohio Bell Southwestern Headquarters is significant.

² Date according to historic aerials; although, the company operated a substation here as early as 1951, according to the Sanborn Fire Insurance map from that year. *Sanborn Fire Insurance Map from Columbus, Franklin County, Ohio. 1921-October 1951*, Vol. I (Sanborn Map Company, 1951), Sheet 36.

³ Dates according to aerial images.

⁴ "Sheraton Plaza," Central Ohio Building Index, Columbus [Ohio] Metropolitan Library.

⁵ Brubaker/Brandt, Inc. Architects-Planners, "Site Plan," (1 March 1974, original issue 10 February 1971): A-2 & "Plaza Paving Plan," A-38. The date of the replacement is currently unknown; however, aerial images show the current configuration by 1994. The extant quartzite on the exterior shows signs of weather damage, which may have necessitated replacement of the pavers.

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system wraps all sides of the building. The grade slopes down to the north, elevating the sidewalks on the north and west sides above the street level, and a historic metal railing protects the edge of the elevated area. A set of concrete steps at the south end of the west side of the plaza leads down to a street-level sidewalk; the current pipe-metal handrails replaced the original railings at an unknown date after 1976 (*Figure 4*). A smaller curved set of concrete steps at the northwest corner of the building leads from the north plaza down to the street-level sidewalk. Quartzite veneer covers the exposed vertical walls of the plaza (*Figure 5*). A one-lane, quartzite-lined asphalt driveway parallels the north half of the west side of the site. This driveway leads from Elm Street down into the basement levels of the Ohio Bell Building.

Both historic and non-historic planters occur on the site. Historic concrete planter boxes are built into the plaza structure and are clad in quartzite veneer. Seven square boxes line the north edge of the north plaza (*Figures 3 & 5*). An L-shaped box at the southwest corner of the property contains two historic flagpoles with a third pole installed between them within the plaza deck. A historic low square planter box at the east end of the plaza has historically held the building sign; although, the sign today differs from the historic sign. A narrow rectangular planter box extends north from the west set of plaza steps and terminates at the driveway. Non-historic concrete planters are discernible by their lack of quartzite veneer. Most are small geometric objects scattered around the site. Larger non-historic units include a U-shaped planter box wrapping the metal railing of the south sunken courtyard; smaller planters flank the south entries into the building. Historic at-grade, grated tree planters line the curbs along East Gay and North 4th streets between historic upright light fixtures comprised of a metal shaft supporting four clear glass shades (*Photos 1 through 5*).

South Sunken Courtyard

The sunken south courtyard is centered on the south elevation of the building and located on Lower Level 1 (*Figures 3 & 6; Photos 6 & 7*). This 70' x 30' space is an extension of a corresponding interior court. Historically, quartzite pavers covered the floor, and a rectangular planter box occupied the center. Today, concrete pavers like those of the plaza above cover the floor, and three non-historic planters occupy the center. Glass walls enclose the space; the north wall is the south elevation of the building lower level. The upper plaza extends a few feet over the east, south, and west sides of the sunken courtyard, creating a covered perimeter with brushed concrete ceiling and can lights (*Photo 7*). Quartzite panels cover the vertical surface of the opening (*Photos 6 & 7*). Doors at the north ends of the east and west walls provide access into the courtyard.

East Sunken Courtyard

The east sunken courtyard also is located on Lower Level 1 (*Figure 6; Photo 8*). The 100' x 15' space begins at the southeast corner of the building and extends north almost the full length of the elevation. Formerly, this courtyard corresponded to the employee dining room located on this level; sliding doors (not extant) at the north and south ends provided access into the space. Like the south courtyard, quartzite pavers historically covered the floor and were replaced with concrete pavers. Square planter boxes at the north and south ends and a long, narrow planter box

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along the east side of the courtyard all have quartzite veneer, as do the perimeter walls. Historic globe light fixtures dot the east wall. Plate glass windows line the lower portions of the south, west, and north sides of the courtyard; the west wall is part of the east elevation of the building lower level. A glazed pedestrian door provides access into the courtyard from the south. The three concrete pods extending from the first story of the east elevation provide some overhead cover to the space.

OHIO BELL SOUTHWESTERN HEADQUARTERS (1971-1973)

The twenty-six story Ohio Bell Southwestern Headquarters (Ohio Bell Building) has a rectangular footprint and four nearly identical elevations.⁶ The modern-era skyscraper has a reinforced concrete foundation and footings, and a steel structural system supports the above-ground stories with no internal columns. Rolled EPDM covers the flat roof behind a short parapet.

An exposed aggregate concrete grid clads the building, dividing each façade into regular, square inset window bays with canted concrete sills (*Photos 1 through 4 & 9 through 11*). Centered control joints further articulate the concrete grid (*Photo 11*). The exterior column spacing allows the floor plates to extend to the building corners to support an inset corner window on the fourth through twenty-fifth stories. On the lower three stories and the top story, the building corners are inset.

The skyscraper design is organized on a base-shaft-capital motif, and the concrete grid organizes this design. The three-story base includes a lobby level with mechanical area above. Double-width bays combine the first two stories; paired window panels fill each bay (unless noted otherwise below).⁷ A tall mechanical third story caps the lower bays; metal louvers fill each bay. Floors 4 through 25 house offices with square bays with fixed single light windows. A tall mechanical story caps the building; louvers fill each bay.

South (Gay Street) Elevation

The primary elevation faces south onto the plaza and East Gay Street (*Photos 1, 2, & 10*). This elevation is sixteen bays wide. Nine bays organize the first story with seven double-wide bays centered in the elevation and inset corners in bays 1 & 9. Bays 3 & 7 contain the primary entrances into the building. Historically, four doors filled each bay. Inset revolving doors flanked a pair of swinging pedestrian doors. Today, a sliding door fills the west half of Bay 3 and a brass

⁶ According to the architectural plans, the concrete foundation is 187'-3" (E-W) by 188'-0" (N-S); above ground, the tower is 155'-8" (E-W) x 135'-8" (N-S).

⁷ Plywood panels currently cover all or parts of almost every window panel at ground level. These temporary panels were installed in the summer of 2020, following Black Lives Matter demonstrations in the wake of the death of George Floyd. The Ohio Secretary of State officed here at the time, and this building became a destination for marches and demonstrations. Although not related to statement of significance described in Section 8, the photographs taken and conditions noted in February 2021 tell a recent story directly associated with this building that may be examined by future scholars.

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revolving door with sidelight fills the east half. In Bay 7, a similar non-historic brass revolving door with swinging side door fills the west side of the bay; no door remains in the east side.

East (4th Street) Elevation

The east elevation faces North 4th Street (*Photos 2 through 4*). Fourteen bays span this elevation. The distinguishing feature of this elevation is the set of three pods that extend from bays 3, 4, & 5 (*Figures 7 & 8; Photo 5*). The pods step up from south to north. Each is a rectangular concrete box with display window on the east side; rolled EPDM covers the flat roofs. These pods span the width of the bay and overhang the east sunken courtyard.

North (Elm Street) Elevation

The north elevation fronts East Elm Street and faces the south elevation of the adjacent equipment building (*Photos 4 & 9*). The organization of this elevation matches the south elevation; although, no doors historically or currently pierce the façade. The north plaza extends from this side of the building, with each planter box aligned with the building's structural grid.

At the fifteenth story, the sixth bay from the west was designed with a removable concrete panel and window to accommodate a future (unbuilt) bridge to the equipment building across Elm Street.⁸

West (Lazelle Street) Elevation

The west elevation fronts North Lazelle Street (*Photos 9 & 10*). The organization of this elevation matches the east elevation without the pods. The driveway to the lower levels extends across the north two-thirds of this elevation at ground level. A double-wide overhead door allows access into the basement level.

Interior

The building contains over 477,000 square feet. The spatial organization of the interior follows the form of the exterior. The first two floors house most of the public spaces with office floors above, and the louvered third and top stories indicate the mechanical functions of those floors. The two basements contained employee spaces and back-of-house functions.

A 100' x 40' central core organizes each floor (*Figures 6 through 15; Photo 12*). Two banks of seven elevators are centered within this rectangular mass. The seven west "low-rise" elevators (four on left; three on right) provide access between floors 1 through 15 (*Photo 13*). The seven east "high-rise" elevators provide access to floors 15 through 25 (*Photos 14 & 15*). The east elevators of the high-rise bank also access the sub-basement (Lower Level 2); only the south elevator accesses the basement (Lower Level 1). A freight elevator adjacent to the east of the high-rise bank provides access to all floors between the sub-basement and floor 26. Mechanical and storage rooms occupy the east and west ends of the central core on most floors. Enclosed

⁸ Brubaker/Brandt, "Exterior Elevations, East & North," A-37.

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concrete switchback stairs at the northwest and southeast corners provide access between most of the floors; the northwest stair ends at the first floor.

First Floor

The first floor is a two-story volume (*Photos 16 through 18*). Two gypsum board clouds divide the vertical space (*Photo 16*). These formerly functioned as display platforms that were connected to each other by a walkway. A switchback ramp in the east side of the lobby provided access from the lobby floor to the platforms, along with the three pods extending from the east wall (*Figures 7 & 8; Photo 17*). A walkway also connected the west platform to the west side of the mezzanine at the central core. The walkways and ramp were removed at an unknown date. The central core has quartzite-veneered walls and brass elevator doors (*Photo 14*). The veneer has embossed numbers at the south end of the elevator banks to indicate which floors are serviced. Historically, quartzite tiles covered the lobby floor; ceramic tile replaced the quartzite at an unknown date. Glued acoustical tiles cover the ceiling.

The mezzanine extends across the north side of the lobby (*Figure 8*). Both the north half of the first floor and the mezzanine were formerly open office areas. Today, these are open event spaces with smaller offices. Historic metal railings line the south edge of the mezzanine, overlooking the lobby (*Photo 19*).

A large rectangular void centered in the south end of lobby corresponds with the escalator courtyard. Quartzite veneer covers the vertical face of the void, and a historic metal railing protects the edge. Access onto the pair of escalators is on the west side.

A non-historic enclosed shop fills the southeast corner of the lobby, and a restaurant occupies the west side. The restaurant replaced two offices and a waiting area historically located here.

Typical Office Floors

Typical office floors include floors 4 through 14, 16 through 23, and 25. The central core organizes each floor. Restrooms fill the space between the high-rise elevators on floors 4 through 14, and between the low-rise elevators on the higher floors. Historically, colored porcelain drinking fountains on the core walls corresponded to the bathroom colors and changed on each floor (*Figure 16*). Extant fountains range in color between blue, green, yellow, and white.

Each typical office floor was designed to be able to be divided into smaller enclosed spaces through demountable partitions (*Photos 20 & 21*). The configuration of each floor today differs with a mixture of demountable partitions and gypsum board walls; some floors remain completely open where cubicles filled the spaces. Glass defines the corners of each floor (*Photo 22*).

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The historic ceiling system employed in the office floors is a square grid of dropped acoustical ceiling tiles with a central light fixture. Tracks for demountable partitions define the edges of the grid squares. In some offices, new dropped acoustical grids replaced the historic system and/or new light fixtures replaced the historic fixtures within the historic ceilings.

Additional finishes throughout the office floors include painted gypsum board and concrete block walls and carpet over concrete floors. Restrooms have tile floors and walls and gypsum board ceilings. Finishes have been periodically updated, especially after the building was occupied by separate entities after Ohio Bell vacated.

Fifteenth Floor (Training, Conferencing, and Meeting Floor)

Floor 15 historically served as the primary training, conferencing, and meeting floor. Gypsum board partitions separated rooms along the perimeter of the floor, leaving a corridor around the central core. Unlike other office floors, both the low-rise and high-rise elevators serviced floor 15, allowing this central floor to be highly accessible to anyone in the building, an ideal floor for company gathering spaces. The historic configuration of this floor has been altered slightly since the tenure of Ohio Bell. Extant historic features include the corridor, projection windows within classrooms, wooden doors, and niches where moveable partitions formerly were stored (*Figure 10; Photo 23*). Finishes on this floor are the same as on other office floors.

Twenty-Fourth Floor (Executive Floor)

Floor 24 housed the executive offices of Ohio Bell. Private offices lined the west and south sides of the floor. Each had a private bathroom and an adjacent secretary space with wooden built-ins and cabinets. A private dining and conference room occupied the floor to the east of the central core, and the north portion of the floor was open office space. A corridor surrounding the central core provided access into each space.

Today, the floor has been adapted into new offices, but evidence remains of the historic functions. Secretary spaces remain along the south side of the floor complete with built-ins (*Figure 14; Photo 24*). Some offices retain private bathrooms. Where walls were removed, headers remained to communicate the historic locations.

Historic finishes throughout the floor include wood paneled walls, solid wood doors, wood trim and baseboards. Non-historic finishes include carpet, acoustical ceiling grid, and window walls. Painted gypsum board walls are both historic and non-historic.

Lower Level 1 (Basement)

Historically, the basement housed communal employee space. An L-shaped dining room filled the east and south side of the floor, a common amenity of Bell buildings. Restrooms, kitchen,

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serving area, and dishwashing area lined the north half of the floor. The southeast enclosed stair, four elevators, and two escalators service the basement. The brass escalators occupy the inner courtyard adjacent to the south exterior courtyard (*Figures 6 & 7; Photos 7, 18, & 19*). Quartzite tile continues to cover the floor of this glass-walled area; historic glazed doors line the north wall. Quartzite panels also cover most of the walls of the central core.

In the early 2000s, a local college leased the basement. The dining room and associated functional spaces were reconfigured into partitioned classrooms. Finishes primarily date to this use and include VCT, painted gypsum board walls, and acoustical ceiling grids.

Lower Level 2 (Sub-basement)

The driveway from East Elm Street leads down into the sub-basement, turning to the east to parallel the south end of the sub-basement then turning north along the east wall. The driveway terminates at a loading dock and turntable in the northeast corner of the sub-basement (*Figure 15; Photo 25*). Due to the compact space, the turntable was intended to reorient vehicles toward the driveway; however, the table never worked properly and is not in use. Seventeen executive parking stalls fill the center south and southeast portions of the sub-basement.

At the north end of the loading dock, a pedestrian tunnel, constructed with the Ohio Bell Building, extends northeast under East Elm Street. This tunnel connected to the AT&T equipment building to the north. Secured doors at the north and south ends of the tunnel prevent access between buildings today.

A large mail-room is located in the northwest portion of the floor. Surrounding this are rooms dedicated to storage, mechanical, and house-keeping. Finishes throughout the sub-basement are utilitarian and include concrete floors, painted concrete block and gypsum board walls, dropped acoustical grids, and exposed structure ceilings.

Mechanical Floors

Both floors 3 & 26 are utilitarian spaces dedicated to mechanical and electrical equipment. Both floors have a mezzanine level. These are unfinished utilitarian spaces with exposed concrete floors and exposed structure at the walls and ceilings. The northwest stair of the upper mechanical floor leads up to the roof.

INTEGRITY

The Ohio Bell Southwestern Headquarters retains historic integrity. The property remains in its historic location within downtown Columbus. As such, the setting around the property retains its urban feel. When constructed, vacant lots occupied the parcels to the east, which have since been built on, further emphasizing the urban character of Ohio Bell's setting.

Character-defining historic features of the property include aspects of its design and materials. The building continues to be set back from Gay Street, retaining the spatial relationship with the

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historic plaza area on the south. The central core continues to organize each floor, especially the upper office floors. Each open office floor was designed with flexibility in mind. Demountable partitions allowed workers on each floor to create various enclosed office configurations around the central core, as needed. Drywall partitions replaced the demountable partitions on some floors, but the design intention remained intact by allowing the users to determine configurations.

Floors 15 & 24 were unique in the building and continue to retain elements that communicate their specific functions. Floor 15 functioned as the primary training, meeting, and conference floor for the building. This is the only office floor with double elevator lobbies, which meant this floor was the most accessible in the building. While offices have been mostly reconfigured on this floor, some rooms retain projection windows formerly used for presentations. Floor 24 continues to retain features that communicate its use as the executive floor: wooden cabinets, built-ins, trim, and doors, private bathrooms in offices, and headers indicating where former demising walls were located.

The first-floor lobby and mezzanine sustained alterations in the recent past. Tile replaced the historic quartzite floors; however, the quartzite wall panels remain, as does the quartzite tile floor in the escalator lobby. The entry doors were replaced; however, the historic openings remain intact and include two revolving doors. Perhaps the biggest change was the removal of the switchback ramp connecting the pods and the walkways connecting the platforms; however, both large display platforms and pods remain, keeping the feel of the lobby intact.

The basement also underwent recent reconfiguration that removed the dining spaces. The retention of the escalators helps to communicate the significance of the basement, as the placement, use, and materials of the conveyors would not otherwise make sense if the floor was formerly just used as back-of-house space. The quartzite flooring of the escalator courtyard helps to communicate the historic material and feel of the exterior courtyards, plaza, and main lobby. Additional historic materials that remain intact at the Ohio Bell Building include the exterior concrete grid, fixed single-light windows, and bronze hardware throughout the building. Overall, the Ohio Bell Building continues to communicate its association with the Late-Modern architectural style and its use as an expression of the growth of the Ohio Bell Telephone Company in the late twentieth century.

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8. Statement of Significance

Applicable National Register Criteria

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

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

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

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

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Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

Period of Significance

1973

Significant Dates

1973

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Brubaker & Brandt, Inc.

Lorenz, Williams, Williams, Lively & Likens Architects, Engineers, Planners

Turner Construction Co. (general contractor)

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The 1973 Ohio Bell Southwestern Headquarters (Ohio Bell Building) at 150 East Gay Street in downtown Columbus, Franklin County, Ohio, is locally significant under Criterion C in the area of Architecture. It was one of the early postwar high-rise buildings constructed in Columbus and communicates the trend of constructing monumental buildings, particularly buildings to house corporate headquarters, to reflect the growth and expansion of corporations in the late twentieth century. It is also the first Late-Modern high-rise in downtown Columbus, reflecting a shift in architectural design trends. Construction of the executive and administrative headquarters for the southwestern service area of the Ohio Bell Telephone Company (Ohio Bell) began in 1971 and ended in 1973. Columbus served as the headquarters for the southwestern division of Ohio Bell beginning in 1928 when the company split into two dominant service areas. The Ohio Bell Building retains the monumental massing and Late-Modern corporate character originally designed for this division headquarters, specifically the extreme repetition of the window units, to the point of abstraction at the corners creating the paradox of a concrete building without solid corners, and the expression of the structure as the only ornament, as well as the grand lobby, the repetitive floors of open offices around a central circulation and service core, and top floor of executive offices. After decades of leasing space in up to a dozen office buildings around Columbus, Ohio Bell decided to strategically reorganize and consolidate all its executive and administrative functions in one location, a new Ohio Bell Southwestern Headquarters building. Designed by Columbus architects Brubaker & Brandt, Inc, the nominated building is a statement of the company's power and prestige in this era. The period of significance is 1973, the date of construction.

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

ARCHITECTURAL SIGNIFICANCE

High-Rise Development in Columbus

The Ohio Bell Building is significant as a reflection of architectural trends in Columbus in the late twentieth century. It is among the earliest of the tall office buildings that came to dominate the skyline of downtown Columbus after World War II. While several of the contemporary buildings are associated with state operations, the Ohio Bell Building is an expression of the private corporate power and growth that shaped the city in the decades following World War II. Increased demand for services of all kinds in the postwar era required companies to strategize ways to meet that demand. Successful implementation of the plan resulted in substantial growth, and it was logical for growing companies to locate their headquarters in the state capital, Columbus, an important commercial and governmental center. Construction of a new building was often a statement of the extent of a company's growth and the effectiveness of its business

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operations and planning. The Ohio Bell Building communicates its significance as an excellent example of this growth pattern and its architectural expression.

The tallest building in Columbus prior to World War II was the LeVeque Tower at 50 W. Broad Street, constructed in 1927 for the American Insurance Union (*Figure 18*).⁹ It would be more than four decades before another building rivaled the height of the 555-foot Art Deco tower.¹⁰ In the intervening years, construction of tall buildings ceased during the Great Depression, the war years, and into the 1950s; construction resumed in the mid-1960s. Most of the new skyscrapers constructed in downtown Columbus in the postwar era were associated with financial institutions or insurance companies. Employing prominent local and national architects, these companies commissioned designs using contemporary popular architectural expressions.

The earliest new buildings from the 1960s, specifically the twenty-five-story Columbus Center or Bank One Tower (*Figure 19*) and the twenty-story Key Bank Building (*Figure 20*) at 100 and 88 E. Broad Street, respectively, exhibit the International Style and elements of the Miesian aesthetic, with their glass and steel curtainwall and articulated steel structure to define the façade.¹¹ Aside from the 1971 Midland Building, which was designed in the New Formalist style by Dallas architect Thomas E. Stanley, the buildings of the early 1970s also exhibited features of the International Style (*Figure 21*). Brubaker/Brandt Inc., the Columbus architecture firm that designed the Ohio Bell Building, also designed two other tall buildings in Columbus, all completed in 1973. The twenty-one-story Motorists Mutual Building (*Figure 22*) at 471 E. Broad Street and the forty-one-story Rhodes State Office Tower (*Figure 23*) at 30-60 E. Broad Street both have banded windows and strong vertical lines, late expressions of the International Style. The Ohio Bell Building was the first to break from this trend and to express characteristics of the Late-Modern aesthetic, and the only Late-Modern building designed by a local architect. Of the buildings constructed after the Ohio Bell Building, some were also Late-Modern, but most were Post-Modern, constructed in the 1980s and 1990s. The other Late-Modern skyscrapers include the 1977 PNC Building at 155 E. Broad Street, designed by SOM (*Figure 24*); the 1978 One Nationwide Plaza designed by Brubaker/Brandt Inc. and Harrison & Abramovitz out of New York City (*Figure 25*); and the 1983 American Electric Power (AEP) Building at 1 Riverside Plaza designed by Abramovitz, Harris & Kingsland out of New York City (*Figure 26*). These buildings exhibit elements of Late-Modern architecture, but all were constructed several years after the Ohio Bell Building.

⁹ LeVeque Tower is extant and was listed in the National Register of Historic Places on March 21, 1975.

¹⁰ There were sources for the comparative information about tall buildings in Columbus: <https://www.emporis.com/statistics/tallest-buildings/city/101043/columbus-oh-usa> and https://en.wikipedia.org/wiki/List_of_tallest_buildings_in_Columbus,_Ohio. The first list includes the top twenty tallest buildings while the second list includes all buildings taller than 180 feet. The second list includes a few more buildings constructed during the comparison period, but does not change the argument for the significance of the Ohio Bell Building.

¹¹ Both buildings are extant and were completed in 1964 and 1963, respectively.

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Late-Modern Architecture

Late-Modern describes a style of architectural expression that evolved out of, and in reaction to, the previously dominant Modern Movement architectural style shortly after the mid twentieth century. Evaluating the late 1960s and 1970s to gain perspective on diverging and concurrent architectural trends, scholars Charles Jencks and Marcus Whiffen published independent essays designed to assist in identifying and classifying contemporary architecture. Jencks coined the term “Late-Modern” in 1977.¹² Typically executed in modern materials like metal, glass, and concrete, Late-Modern buildings can share traits with Modern Movement examples. However, some characteristics delineate the style as a distinct and recognizable expression. The Ohio Bell Building, as an example of an articulated concrete frame building (*Figure 9*), exhibits several of these distinctive characteristics. The articulated concrete frame building, first developed by SOM for the Brunswick Building in Chicago in 1962-1965, has closely spaced columns that form a rigid perimeter wall.¹³ This structural system allowed for larger clear spans without interior columns and dispensed with the horizontal window banding that defined the Modern Movement for decades.

Jencks identified extreme logic, extreme repetition of modular elements, an exaggerated emphasis on constructional metaphors, and a sensuous imagery as defining aspects of the Late-Modern style.¹⁴ Jencks emphasized the “single code”, or the goal of taking Modern Movement devices to an extreme for the express and singular purpose of creating an amusing or dramatic aesthetic, as a hallmark of Late-Modern buildings.¹⁵ While Late-Modern does not denote a specific aesthetic, articulated concrete frame buildings are a recognizable group sharing some of Late-Modern’s characteristics, or “notions” as described in Jencks’ work. Jencks’ notion of *extreme repetition* is expressed in articulated concrete frame buildings by a single wall unit set between the narrow column grid in a repeating pattern. These buildings display Jencks’ notion of *structure and construction as ornament* by dispensing with other applied decoration. In place of added ornament, Late-Modern buildings rely on exposed construction materials, in this case exposed aggregate concrete, for their aesthetic. Articulated concrete frame buildings exemplify structure as ornament by using concrete in an unexpectedly delicate way, as opposed to the solidity and heaviness of the Brutalist style. Concrete enwraps the Ohio Bell Building without providing solid corners, highlighting the form and elevating it to a decorative element. An *anti-historical* notion is best expressed by resistance to using past styles in a revival interpretation. These buildings lack references to previous architectural styles. The Ohio Bell Building’s articulation of its exterior curtain wall embodies Late-Modern extreme repetition of the uniform window and wall unit. The unadorned concrete wall with only punched openings accentuates the volume it encloses. The design uses a construction method – the structural tube – solely to create

¹² Charles Jencks, *Late-Modern Architecture and Other Essays*, (Great Britain: Rizzoli, 1980) 8.

¹³ Carole Rifkind, *A Field Guide to Contemporary American Architecture*, (New York: The Penguin Group, 2001), 283.

¹⁴ Jencks, 8.

¹⁵ Jencks, 8.

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a dramatic visual experience, making it a particularly identifiable example of Late-Modern characteristics.

Architectural historian Marcus Whiffen characterized Late-Modern as a rhetorical style, as opposed to the rational International Style. In examining Late-Modern architecture, particularly in comparison with the International Style, Whiffen identified three rhetorical devices commonly used to make an architectural statement.¹⁶ The Ohio Bell Building embodies all three of these: *exaggeration, repetition, and paradox*. The building's design *exaggerated* its exterior curtain wall by creating a tall base with wide column spacing at the first few stories and then a square grid above, to the top of the building, which affects the viewer's understanding of proportion and scale. The result is an inability to read its size in human terms.¹⁷ There are no forms to relate the building to a pedestrian level or to distinguish a base and tower. In this fluid form, the curtain wall becomes a flowing membrane. The uniform, single-sized square window and wall unit repeats until the square loses its individuality in the grid. This extreme *repetition* creates visual impact as the structure appears to be a single unit while also stretching beyond what is expected. The viewer is drawn into the Ohio Bell Building at the tall base, but then up and out to the edges that are not designed as expected. The base is recessed at the corners and the windows project beyond the frame at the upper stories. The exaggerated proximity of the perimeter columns and the repetitive grid of the concrete window and wall units serves the rhetorical device of the *paradox* by creating a large, seemingly robust concrete building without providing solid corners. By exploiting the materiality of the concrete in the way that we typically experience it as structure, the curtain wall becomes much more delicate. The paradox lies in the unexpected lightness of this towering concrete building.

Jencks and Whiffen define the Late-Modern aesthetic in terms of conceptual ideas rather than specific physical features. Articulated concrete frame buildings exemplify the physical manifestation of those concepts and represent a distinct sub-set of the Late-Modern style. The Ohio Bell Building fully embodies the characteristics of Late-Modern design, specifically the articulated concrete frame building. The nominated resource is significant as the earliest local example of the articulation of these concepts, reflecting its high artistic expression, and as the precursor to the concrete clad buildings that became ubiquitous with later corporate modern buildings.

Late-Modern in the context of Modern Movement and Post-Modern

Late-Modern occurred simultaneously with other styles and was not part of a linear progression away from Modern Movement or toward a subsequent expression. Rather, it represented a unique set of ideals that informed design. A comparison and contrast of contemporaneous architectural styles helps to understand how Late-Modern is distinguishable as a distinct style.

Modern architecture is a broad term that includes trends and styles spanning the mid- to late-twentieth century and describes a design theory that relies on function to inform design. Modern

¹⁶ Marcus Whiffen, *American Architecture Since 1780: A Guide to the Styles*, (Cambridge: MIT Press, 1992) 285.

¹⁷ Heinrich Klotz, *The History of post-Modern Architecture*, (Cambridge, MIT Press 1988) 63.

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Movement as a style produces a machine character by embracing contemporary means of construction without ornamentation or historical reference. The style proliferated in the mid-twentieth century as Mies van der Rohe's rhythmic geometry influenced Modern Movement commercial tower construction in the post-World War II era. The resulting expressed exterior grid structure paired with curtain walls composed of glass and contrasting spandrel panels served as a common template for commercial buildings into the 1960s.

Late-Modern adapted and exaggerated some Modern Movement concepts such as repetition. In Modern Movement examples, rhythmic, repeating proportions are informed by the building program and are therefore "rational." In a Late-Modern treatment, extreme repetition is exploited. The Ohio Bell Building's extreme repetition of identically sized window and wall units and lack of structure at the corners contrasts with the solidity of a concrete building. The extreme repetition and "unfinished" corners of the Ohio Bell Building serves only as a visual device for the exterior and has no other rational function. Where Modern Movement eschewed ornament in favor of undisguised structure and materials, Late-Modern utilized structure and construction *as* ornament.¹⁸ The Ohio Bell Building exemplifies this concept by highlighting the form and elevating it to a decorative element. Using a reality of construction—the exterior wall—as a decorative device exemplifies Late-Modern emphasis on construction metaphor.

The evolution of Modern Movement architecture in the latter part of the twentieth century did not merge into a cohesive, single subsequent style.¹⁹ Post-Modernism's response to Modern Movement differed from the roughly contemporaneous Late-Modern style.²⁰ Post-Modernism notably embraced historicism as a contrast to Modern Movement. Historicist elements with distorted scale or a reimagined function characterized Post-Modern designs. Post-Modern still used modern construction materials and methods but incorporated coded or implied symbolism as an antidote to Modern Movement's rationality. By way of contrast, Late-Modern buildings have a direct and obvious visual impact whereas Post-Modern examples contain large-scale or small-scale historical references.

Post-Modern in Columbus

Post-Modern architecture represented another divergence from Modern Movement design, primarily beginning in the 1970s and gaining prominence in Columbus' downtown commercial architecture during the 1980s and 1990s. Comparing Post-Modern examples in Columbus serves to differentiate that style from the Late-Modern Ohio Bell Building and illustrate the prevalent architectural trends at the end of the twentieth century. Some elements of the two styles, such as glass and concrete curtain walls, overlapped. However, the unique elements that characterized the Late-Modern building are antithetical to the characteristics of Post-Modern design, primarily the lack of historical references in Late-Modern that dominate Post-Modern.

¹⁸ Jenks, 46.

¹⁹ Jenks, 46.

²⁰ Robert Venturi's 1966 book *Complexity and Contradiction in Architecture* was a notable milestone in celebrating eclecticism in architecture that had previously been dominated by Modern Movement reason.

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Several 1980s-era, large-scale commercial buildings in downtown Columbus incorporated masonry cladding and exaggerated or repetitive elements designed to attract the eye from the overall form, as the design of the Ohio Bell Building also did. However, these buildings are distinct from the Ohio Bell Building's reductive aesthetic and include Post-Modern's hallmark veiled references achieved through re-imagining familiar architectural features. Several notable downtown buildings constructed between 1983 and 1998 display some aspect linked to the Post-Modern trend (*Figures 27-33*). Most of the buildings have stepped or angled façades and stepped or peaked roofs. Many incorporate exaggerated or abstracted historical references. Reusing a historical form in a subtle manner intended for the critical design community to recognize is a common identifier of Post-Modern design.

HISTORY OF THE OHIO BELL TELEPHONE COMPANY

Early Telephone History

The invention of the telephone was one of the most important technological advancements in the late nineteenth and early twentieth centuries. This invention made possible instant communication across great distances, and the infrastructure developed to support the use of the telephone paved the way for the television and wireless systems in place today. The telephone is still an important part of everyday life in this country. The telegraph, invented by Samuel Morse in 1844, used electrical signals to send messages. It was not until Alexander Graham Bell patented his electric telephone, which debuted at the Centennial Exhibition in Philadelphia on June 25, 1876, that the world was introduced to a machine capable of reproducing sound. Bell successfully introduced what then was the most efficient form of instant communication. Between March 1876 and January 1877, Bell filed four patents for the telephone.²¹ Bell's business-savvy father-in-law, Gardiner Hubbard, developed the concept of franchises whereby businessmen in cities across the country would obtain a license from American Bell, the primary company, that permitted them to establish an "exchange" and sell local telephone service on Bell telephones.²² The customers would lease the equipment but purchase the service. While many signed up for licenses, it still took time for the licensees to acquire enough customers to establish an adequate network within the exchange. New Haven, Connecticut, opened the first telephone exchange in the country in January 1878 with twenty-one subscribers.²³ As Bell and Hubbard issued more licenses, more exchanges popped up. Those with successful franchises purchased smaller exchanges to consolidate customers.

When Bell's original patents expired in 1894, so did the company's exclusive access to the Bell telephone. More than six thousand independent telephone companies sprang up in the few years following the expiration of the patents. This brought competition and sparked a significant rise in

²¹ Leslie Cauley, *End of the Line: The Rise and Fall of AT&T* (New York: Free Press, 2005), 19.

²² Cauley, *End of the line*, 20-21. An "exchange" is the geographic area that provides local phone service. David G. Park, Jr., *Good Connections: A Century of Service by the Men & Women of Southwestern Bell* (St. Louis, MO: Southwestern Bell Telephone Company, 1984), 278.

²³ Cauley, *End of the Line*, 20.

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telephone usage. Nationwide, the American Bell company and its franchises served three hundred thousand customers in 1890. Within a decade, its customer base jumped to one million. However, independent telephone companies as a group were formidable competitors that served roughly seven hundred thousand customers.²⁴ The cutthroat nature of competition created an environment where companies were constantly starting, reorganizing, merging, or failing. Due to the physical connection of telephone lines, initially customers of one company could contact only those who used the same provider. This drove the consolidation of telephone companies and customer bases, which paralleled the demand for a unified system and eventually created natural monopolies.

Telephone History in Ohio and Columbus

On January 1, 1879, George H. Twiss and Francis C. Sessions opened Ohio's first telephone exchange in Columbus. Having obtained a Bell license from the national offices in Boston, Massachusetts, Twiss and Sessions set up the first telephone switchboard in a building at Long and High streets.²⁵ This first exchange served two lines and seventeen telephones.²⁶ The Columbus exchange opened only months before other exchanges opened in Zanesville, Akron, Dayton, Cleveland, and Toledo, although not all of these operated under Bell licenses.²⁷ Twiss and Sessions formally organized the Columbus Telephone Company in 1880 and were brought under the Central Union Telephone Company in 1883. Central Union Telephone Company established offices in cities and towns in Ohio, Indiana, and Illinois to coordinate Bell service throughout the area.²⁸ Independent telephone companies quickly established their own exchanges and systems, particularly following the expiration of the Bell patents in 1894. Separately, these smaller independent telephone companies were not much competition for the multi-state Bell organization (Central Union). However, in 1914, the several independent companies throughout the state, including those in Columbus, organized as the Ohio State Telephone Company and served as the biggest competitor to Central Union.²⁹ Bell system companies and their competitors provided local service, while other companies, such as AT&T (American Telephone & Telegraph Company), provided long-distance service. As explained in greater detail below, AT&T had been a subsidiary of Bell, but in 1899, the company reorganized, and AT&T became the parent company while all Bell Telephone companies became subsidiaries.

²⁴ Cauley, *End of the Line*, 26.

²⁵ Historical Committee of N.C. Kingsbury Chapter of Telephone Pioneers of America, "The Telephone in Ohio," Public Relations Department of the Ohio Bell Telephone Company, Cleveland 15, Ohio, 1957, 3. This resource does not identify the exact location of the first exchange, but it is likely that the building is no longer extant. The current buildings at the intersection of Long and High streets do not appear to be those that would have been on the site in the late-1870s.

²⁶ "The Telephone in Ohio," 3.

²⁷ "The Telephone in Ohio," 3. The Dayton exchange used the competing Edison system, installed and operated by the Western Union Company, a direct competitor to Bell.

²⁸ "The Telephone in Ohio," 3, 11.

²⁹ "The Telephone in Ohio," 14.

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Following World War I and a brief period when the federal government took over the country's telephone system, the prospect of having a unified telephone system gained public interest, at least in Ohio.³⁰ The U.S. government passed a law enabling state regulating legislation calling for uniform telephone service in Ohio. The development of a unified system would require the merger of the state's largest companies.³¹ In preparation for the anticipated merger, the Cleveland Telephone Company, a Bell operation, changed its name to the Ohio Bell Telephone Company and proceeded to purchase all the Central Union Telephone Company properties in Ohio, including Columbus.³² The Ohio Bell Telephone Company was ready to merge with Ohio State Telephone Company as a single service provider for all of Ohio. The federal government was hesitant to allow unfettered growth of corporations, however, and thus required the Interstate Commerce Commission to review and approve the merger. On September 20, 1921, the Public Utilities Commission and the Interstate Commerce Commission both approved of the merger.³³ Prior to 1921, Columbus city directories listed up to seven separate telephone companies. After 1921, there was only one: Ohio Bell Telephone Company.³⁴ The newly formed Ohio Bell Telephone Company controlled 243 central offices, 9,952 employees, and a network of more than 475,000 telephones, all from its headquarters in downtown Cleveland. While city directories listed only one telephone company and that company provided both local and long-distance services, long-distance was provided through AT&T, the parent company of the Bell subsidiary.

After the initial, monumental, task of unifying the physical equipment of the Ohio Bell and Ohio State systems was complete in 1926, the company focused on expansion and its organizational structure. In 1928, the Ohio Bell Telephone Company decided to divide its territory into two operating areas, to "concentrate supervision, facilitate operations, and bring the management of the company nearer its customers."³⁵ Cleveland remained the headquarters for the northeast division, in the building it had just completed in 1927.³⁶ The company selected Columbus as the headquarters for the southwestern division, and set to work constructing a new seven-story headquarters building at 110 North 3rd Street.³⁷ Each division had a general manager and department heads, which kept the operations separate. Each division was responsible for the sales and installation of telephone lines and products for its region.

³⁰ "The Telephone in Ohio," 15.

³¹ "The Telephone in Ohio," 15.

³² "The Telephone in Ohio," 17. Indiana Bell and Illinois Bell telephone companies organized to acquire the Central Union Telephone Company properties in their respective states.

³³ "The Telephone in Ohio," 17.

³⁴ Columbus City Directories, 1910-1930. Ancestry.com.

³⁵ "The Telephone in Ohio," 22-23.

³⁶ The 1927 Ohio Bell Headquarters Building at 750 Huron Road East is extant in downtown Cleveland, Ohio. The building is listed in the National Register of historic places and is undergoing a historic rehabilitation project.

³⁷ Sanborn Fire Insurance Map, Columbus, 1951, Vol. 1, Sheet 36. This building is extant, although it has been altered. This former headquarters building is located one block north and west of the nominated property.

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Ohio Bell, particularly through the southwestern division headquarters in Columbus, oversaw tremendous growth in service following its reorganization. Decreased demand for telephones during the Depression was only a temporary setback in the growth of the telephone network in Ohio; the company reached the milestone of one million telephones in 1942. The shortage of materials during World War II was another setback, but again only temporary as a backlog of more than 100,000 orders for new telephones awaited the company when the materials shortages eased.³⁸ Increased demand for telephones also required new infrastructure, including the installation of more cable and central office equipment. By 1956, the company had installed more than two million telephones, with a total of 85 percent of families having a telephone.³⁹ To accommodate exponential expansion of the network, in 1954, Ohio Bell constructed the first four stories of a new equipment building on the block immediately east of the 1929 headquarters building. The company soon added an additional three stories to the equipment building.⁴⁰ The administrative functions of the company had outgrown the seven-story brick division headquarters building and it began leasing office space in buildings around the city. The Ohio Bell Telephone Company remained the only telephone company through the 1960s and it continued to expand as more people added more telephones in homes and businesses. The company's annual report from 1967 stated that they had added 159,000 new telephones in 1966 alone, bringing the total to 3,441,000, illustrating its exponential growth in just over forty years.⁴¹ At the time of the report, Ohio Bell employed 22,468 throughout the state, having added 1,241 new jobs in the previous year.⁴² The following year, 1968, Ohio Bell outlined in the company magazine an ambitious plan for expansion in the coming years. The company estimated a substantial growth in the state's population, resulting in a rise in demand for telephone service. In anticipation of a population boom, the company proposed to spend \$130.2 million statewide in 1968.⁴³ Approximately 70 percent of that was to pay for new lines and equipment, as well as to modernize existing equipment. The remaining 40 percent paid for the day-to-day operations of the company. Throughout its history, the Ohio Bell Telephone Company remained a subsidiary of AT&T, although this was rarely discussed. The 1968 outline for the company's future plans mentioned that the Ohio Bell Telephone Company borrowed the money used for expansion from AT&T, as the parent company.⁴⁴

While the population of Ohio did not grow as much as anticipated in 1968, the Ohio Bell Telephone Company continued to grow. The Southwestern division covered most of the state of

³⁸ "The Telephone in Ohio," 29.

³⁹ "The Telephone in Ohio," 30.

⁴⁰ "The Telephone in Ohio," 31. The equipment building was initially designed to accommodate another seven stories, which were eventually added in 1973.

⁴¹ "Highlights," *The Ohio Bell*, February 1967, Vol. 44, No. 1, 1.

⁴² "Highlights," 1.

⁴³ "Blueprint for '68," *The Ohio Bell*, March 1968, Vol. 45, No. 2, 5.

⁴⁴ "Blueprint for '68," 5.

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Ohio, specifically everywhere outside the 216 area code (Cleveland) and Cincinnati.⁴⁵ By 1970, the administrative offices of the Columbus headquarters were scattered among twelve different leased and company-owned spaces throughout the city, which greatly reduced efficiencies among the various departments and complicated the administration of the company. In May 1970, the Ohio Bell Telephone Company announced that it would construct a new high-rise office building in downtown Columbus to house the entirety of the southwestern area headquarters operation.⁴⁶ In 1966, Ohio Bell had purchased the block immediately south of the 1954 equipment building, one block south and east of the 1929 headquarters building.⁴⁷ While the 1951 Sanborn Fire Insurance Map shows the square block filled with two- to four-story brick buildings, the buildings had been demolished and the lot functioned as a parking lot by the time the new building was announced.⁴⁸

Columbus architecture firm Brubaker & Brandt, Inc., along with Dayton firm Lorenz, Williams, Williams, Lively & Likens, designed the modern-era skyscraper to be set back on the lot to provide space for a plaza (*Figure 17*). Turner Construction Co. of Columbus broke ground in mid-February 1971; when construction was complete in 1973, the new Ohio Bell Southeastern Headquarters building (Ohio Bell Building) rose to 348 feet to become one of the tallest buildings in Columbus, although that status was quickly eclipsed by the Rhodes State Office Building, also completed in 1973 and nearly twice as tall.⁴⁹ At twenty-six stories, the Ohio Bell Building was designed to house all of the executive and administrative departments essential to managing the southwestern service area of the Ohio Bell Telephone Company. Roughly half of the company's Columbus workforce was employed in departments to be housed in the new building. Statewide, Ohio Bell Telephone Company employed 26,694 people in 1973, with 650 new hires in just the Columbus office in the previous year.⁵⁰ The first employees began moving into the nearly completed building on Monday, April 23, 1973, and by the time the building was fully staffed, it housed about two thousand employees.⁵¹

⁴⁵ "Ohio Bell Plans New Building," *Columbus Dispatch*, May 12, 1970: 27. NewsBank: Access World News – Historical and Current. <https://infoweb.newsbank.com/apps/news/document-view?p=WORLDNEWS&docref=image/v2%3A1467499E363272B3%40WHNPX-1624569C43CB3103%402440719-1622FC415F814716%4026-1622FC415F814716%4>.

⁴⁶ "Ohio Bell Plans New Building."

⁴⁷ "Ohio Bell Sets Building Start," *Columbus Dispatch*, January 18, 1971: 1. NewsBank: Access World News – Historical and Current. <https://infoweb.newsbank.com/apps/news/document-view?p=WORLDNEWS&docref=image/v2%3A1467499E363272B3%40WHNPX-162486B8DC790FB0%402440970-162485CBEEA446AC%400-162485CBEEA446AC%4>.

⁴⁸ "Ohio Bell Sets Building Start," 9.

⁴⁹ "Ohio Bell Sets Building Start," 1. Brubaker & Brandt, Inc. also designed the Rhodes State Office Building. Roughly a dozen other buildings constructed in the 1980s, 1990s, and 2000s are taller than the nominated building.

⁵⁰ Robert W. Reiss, "Ohio Bell Halts Hiring, Drops Bond Issue Sale," *Columbus Dispatch*, March 4, 1973, page 366.

⁵¹ *Columbus Citizen-Journal*, April 18, 1973, Section 2, page 15. "Ohio Bell to Move Offices," *Columbus Dispatch*, July 29, 1973, page 53.

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The new Ohio Bell Building was specifically designed to house all the executive and administrative functions for the southwestern geographic division of the service area. Brubaker & Brandt's original architectural drawings provide some detail regarding the programming for the building.⁵² The lowest level, Lower Level 2, contained a parking area, the mail room, and other mechanical spaces. Lower Level 1 originally contained the staff dining room and kitchen, along with some mechanical spaces, and access to the sunken East and South courtyards. The Interior Court contains the escalators that accessed the dining room and the courtyards. The grand multi-level lobby provided the formal entrance that communicated the status of the corporation. When the building housed the utility, the lobby contained features and spaces designed for customers to come in and pay their bills and make inquiries. Those features, such as the check-writing station and the night depository have since been removed.

The lobby level and the mezzanine each contained a large open office space that spanned the north half of the building. The Commercial Business Office occupied this space at the lobby level, which also included a large waiting room. This office was for the employees that administered public accounts, both individual and commercial. The Employment Office on the mezzanine level handled new and existing employee administration for not only the 4,400 employees in Columbus, but all employees in the Southwestern division. The plans did not specify the departments or layouts for the upper floors (floors 4-14, 16-23, 25), but these were the floors that contained all the marketing, sales, accounting, and project management departments for the division. These floors were initially designed with an open floor plan, making them easily adaptable for whatever configuration best suited the inhabiting department. Some floors had drywall partitions while others were completely open to accommodate cubicles and/or demountable partitions. The fifteenth floor originally had training rooms and conference rooms of various sizes, some of which incorporated projection capabilities. The twenty-fourth floor was originally the executive floor. Large private offices lined the perimeter of the floor, each with its own area for secretaries. This floor also had its own small dining room, kitchen, and conference room. Original built-in cabinetry is extant on the fifteenth and twenty-fourth floors. Fourteen elevators provided vertical circulation, with one set of elevators accessing the lower half of the building and the other set accessing the upper half. All elevators accessed the fifteenth floor, the training and conference room floor. The monumental building, housing all these administrative and executive functions, clearly communicates its significance as the last assertion of dominance of the Ohio Bell Telephone Company, the sole provider of telephone service in the state, and its operation as a subsidiary of AT&T in the years immediately before and during the landmark antitrust lawsuit.

A Brief History of AT&T and the Building of a Regulated Monopoly

The American Telephone & Telegraph Company (AT&T) was the brainchild of Theodore Vail, the general manager Gardiner Hubbard hired in 1878 to assist the fledgling Bell Telephone

⁵² Brubaker/Brandt, Inc. Architects-Planners, As-built architectural drawings. 1 March 1974, Original issue 10 February 1971. On file with owner. Sheets A2-18. Unless otherwise stated, all information about the historic use of the building in the following two paragraphs comes from the historic architectural drawings.

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Company. Vail foresaw the chaos that would ensue when Bell's original patents expired in 1894, which would include fierce competition and price wars associated with the production of the telephone.⁵³ In 1881, American Bell purchased Western Electric to manufacture its telephones, which allowed the company to maintain control over the production of its patented equipment.⁵⁴ Prior to the patents expiring in 1894, Vail established the American Telephone & Telegraph Company (AT&T) as a subsidiary of American Bell to provide long-distance service and connect all Bell franchises in a national network.⁵⁵ On December 31, 1899, American Bell and AT&T reorganized for financial reasons. The reorganization flipped American Bell's assets to AT&T, making AT&T the parent company to oversee the growing network of Bell franchises (local service), Bell Labs (scientific research), Western Electric (product manufacturing), and long-distance service (AT&T).⁵⁶

In 1887, the federal government established the Interstate Commerce Commission to regulate companies that sold goods and provided services across state lines.⁵⁷ The purview of the Commission was to ensure fair rates for consumers and to watch out for companies that were building monopolies to eliminate competition and establish unilateral control over prices. When Congress passed the Sherman Antitrust Act of 1890, it asserted that the executive branch had the authority to either regulate or prosecute monopolies, although the legislation lacked the specificity of how to choose between those two actions and which federal and state agencies had the authority to act.⁵⁸ AT&T regularly purchased competitors to grow its customer base. At a time when subscribers to one service could not connect to those who subscribed to a different service, a large customer base attracted even more customers. When the U.S. Attorney General stepped in to ensure that this practice did not violate antitrust regulations, AT&T and the Department of Justice settled out of court in 1913 with the signing of a consent decree, the Kingsbury Commitment. In this settlement, AT&T agreed to stop buying competitors, divest its primary holdings in Western Electric, and allow competitors to connect to the Bell network.⁵⁹ By 1921, regulators exempted AT&T from the provision of the Kingsbury Commitment that disallowed the acquisition of competitors; AT&T proceeded to purchase 223 independent

⁵³ Cauley, *End of the Line*, 25-26.

⁵⁴ Peter Temin, *The Fall of the Bell System: A Study in 1987*. (New York: Cambridge University Press, 1987), 12. Western Electric was founded in 1869 as an electrical engineering and manufacturing company. It supplied equipment to the Western Union telegraph company prior to 1881.

⁵⁵ Cauley, *End of the Line*, 24-25.

⁵⁶ Cauley, *End of the Line*, 26-28. Bell Labs, short for Bell Telephone Laboratories, was formally established in 1925, although the entity existed since the late 1800s to oversee the research and development of telephone and communications technologies.

⁵⁷ "Interstate Commerce Commission," Federal Register: The Daily Journal of the United States Government, available from the National Archives website: <https://www.federalregister.gov/agencies/interstate-commerce-commission> (accessed February 1, 2021).

⁵⁸ Temin, *The Fall of the Bell System*, 9.

⁵⁹ Temin, *The Fall of the Bell System*, 10; Cauley, *End of the Line*, 29.

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telephone companies.⁶⁰ AT&T entered agreements with competitors it did not acquire to create geographic monopolies by exiting those markets and allowing the competitor sole access to that geographic area.⁶¹ In most cases, AT&T eventually purchased the competitor anyway. By the 1950s, the nation had largely met Theodore Vail's initial goal for AT&T, the connection of every telephone to every other telephone through a universal system that provided universal service.⁶² AT&T also maintained partial ownership of Western Electric and Bell Labs. The expenses the Bell companies incurred laying and maintaining the network of telephone lines was significantly greater than the costs AT&T incurred to provide long-distance service. However, because the companies were related, AT&T could charge high rates for long-distance, a premium service, and use the profits to subsidize local service and keep Bell companies' rates artificially low.⁶³ AT&T continued to operate in the gray area as a regulated monopoly until once again the government determined that the extensive interconnected system constituted a monopoly that violated the law.

In 1970, AT&T was the largest corporation in the country. With assets of \$53.3 billion, it was nearly as large as (or nearly larger than) the next five corporations combined: Standard Oil, General Motors, Ford, IBM, and General Electric.⁶⁴ The U.S. Justice Department filed the antitrust lawsuit, *United States v. AT&T*, in 1974. A dozen states filed similar antitrust charges in the subsequent years.⁶⁵ However, after eight years of fighting the government, AT&T agreed to the divestiture in 1982, which required that AT&T somehow divide up the massive corporation.⁶⁶ The settlement split the corporation into two entities or groups: 1.) AT&T, with its long-distance service, Bell Labs, and Western Electric; and 2.) the Bell System, which had been twenty-two operating companies consolidated into seven roughly equally-sized Regional Bell Operating Companies (RBOCs) or "Baby Bells" that provided local service throughout the country.⁶⁷ The Ohio Bell Telephone Company, along with the Illinois, Indiana, Michigan, and Wisconsin Bell telephone companies reorganized under American Information Technologies Corporation, or Ameritech, was one of the seven Baby Bells.

At the time, this divestiture was significant as the dismantling of the world's largest corporation and the introduction of competition to what had been a mostly unilateral operation. This unilateral operation was a product of what technology analyst Bret Swanson argued as

⁶⁰ Temin, *The Fall of the Bell System*, 11

⁶¹ Gerald W. Brock, *The Telecommunications Industry: The Dynamics of Market Structure* (Cambridge, MA: Harvard University Press, 1981), 156.

⁶² Temin, *The Fall of the Bell System*, 16.

⁶³ Keith White and Roger Snell, "Factors combine to hike phone rates," *Springfield Leader and Press*, August 7, 1983.

⁶⁴ Temin, *The Fall of the Bell System*, 10. These five corporations has combined total assets of \$58.1 billion.

⁶⁵ Temin, *The Fall of the Bell System*, 19.

⁶⁶ Cauley, *End of the Line*, 34-35.

⁶⁷ Cauley, *End of the Line*, 35.

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“government regulation that forbade and discouraged competition and innovation in numerous ways.”⁶⁸ The break-up opened the market to not only competing companies, but competing technologies, such as wireless and internet, which were still in the embryonic stages at the time of the split.⁶⁹ These new technologies introduced new ways to make local and long-distance calls. In subsequent decades, the Baby Bells continued to offer local service, but began acquiring smaller, competing companies again to establish regional dominance. In 1996, Southwestern Bell, renamed SBC Communications, purchased the company that served California and parts of Nevada at the same time that Bell Atlantic purchased the company that served New York. SBC purchased Ameritech in 1999, and thus controlled the upper Midwest as well. These two “Baby Bells” controlled the most heavily populated parts of the country.⁷⁰ Within ten years, SBC purchased AT&T and adopted the well-known brand and logo.⁷¹ While it has been rebuilt again as a large corporation, the company diversified its operations to provide internet and wireless communications via fiberoptic cables as well as hardwired local and long-distance service.

The Local Implications of Divestiture

The Bell companies maintained their stronghold on local telephone service, particularly in urban areas, throughout the antitrust lawsuit until the settlement of the case in 1982. Ameritech, headquartered in the Ohio Bell Building, remained the dominant local telephone service provider in Columbus. There are no comparable properties in the field of communications as Ohio Bell was the sole provider of telephone service in the state for half a century. From the Ohio Bell Building, the company planned, directed, and managed the laying of thousands of miles of telephone lines and the construction of numerous exchange buildings and maintenance facilities. Other telephone companies did not build anywhere near the amount of infrastructure. Ohio Bell laid the telephone lines and operated the exchange buildings that physically connected those thousands of telephones in service throughout the region. The Ohio Bell Building housed the executive offices and departments that developed the implementation plans and managed the administrative functions (sales, marketing, accounting, execution of broader company-wide directives) for the entire operation within the Southwestern Division until 1982. Following divestiture in 1982, Ohio Bell, along with Bell Telephone companies from adjacent upper-Midwest states became part of Ameritech, which began a slow decline as competition rose. New technology and further reorganization of the company, this time as AT&T, saved it from complete elimination, although it no longer operated from the nominated building. Prior to the SBC purchase of Ameritech in 1999, Ameritech consolidated its operations in the Equipment Building at 111 North 4th Street and sold the Ohio Bell Building.⁷²

⁶⁸ Bret Swanson, “Lessons from the AT&T Break Up, 30 Years Later,” *Tech Policy Daily*, January 3, 2014, originally published on TechPolicyDaily.com, online at: <https://web.archive.org/web/20170422035122/http://www.techpolicydaily.com/communications/lessons-att-break-30-years-later/> (accessed April 1, 2019).

⁶⁹ Bret Swanson, “Lessons from the AT&T Break Up, 30 Years Later.”

⁷⁰ Cauley, *End of the Line*, 39-40.

⁷¹ B&C Consulting Services, “The Market After the Mergers: The Telecom Economy Today – 2005,” report for IGI Consulting, Inc., August 2005, 54.

⁷² Bill Bush, “Downtown ups and downs,” *Columbus Dispatch*, September 18, 2006, 1A.

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BRUBAKER & BRANDT, INC.

Leland F. Brubaker was born in Ashland, Ohio, in 1924; Kent H. Brandt was born in Evanston, Illinois, in 1927. They both attended the Ohio State University and graduated in 1949 and 1951, respectively, with degrees in architecture. After several years working independently or for other established firms, they partnered in 1957 to form their own architecture firm based in Columbus, Ohio. The successful firm designed a number of high-profile buildings in Ohio. In addition to the Ohio Bell Southwestern Headquarters building, the firm designed the Rhodes State Office Building (*Figure 23*), the John Bricker Federal Building, and the Motorist Mutual Insurance Building (*Figure 22*). Mr. Brubaker passed away in 2011 while Mr. Brandt passed away in 2010.⁷³

CONCLUSION

The Ohio Bell Southwestern Headquarters building is locally significant under Criterion C in the area of Architecture. The building is an excellent example of the Late-Modern style, and the first major expression of the style in Columbus. The Ohio Bell Building is also significant as a physical statement of the growth and power of Ohio Bell in the postwar era. Such a statement is in keeping with corporate architectural trends in Columbus. The characteristics of the Late-Modern style exhibited at the Ohio Bell Building include the extreme repetition of the window and units, to the point of abstraction at the corners; the expression of the structure as the only ornament; and the paradox of a concrete building without solid corners; as well as the grand lobby, the repetitive floors of open offices around a central circulation and service core, and top floor of executive offices.

⁷³ Information about Brubaker & Brandt Inc. comes from the founders' respective obituaries. "Leland F. Brubaker," *This Week Community Newspapers*, November 27-28, 2011. "Kent H. Brandt," Life Tributes page, Schoedinger Funeral & Cremation Service.

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Previous documentation on file (NPS):

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

Primary location of additional data:

- State Historic Preservation Office
 Other State agency
 Federal agency
 Local government
 University
 Other
Name of repository: Ohio State Historical Society

Historic Resources Survey Number (if assigned): FRA-01105-18

10. Geographical Data

Acreage of Property 0.81 (Less than 1)

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|------------------------|-----------------------|
| 1. Latitude: 39.964425 | Longitude: -82.996903 |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

Or

UTM References

Datum (indicated on USGS map):

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NAD 1927 or NAD 1983

- | | | |
|-------------|-----------------|-------------------|
| 1. Zone: 17 | Easting: 329438 | Northing: 4425501 |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting: | Northing: |

Verbal Boundary Description (Describe the boundaries of the property.)

The nominated boundary encompasses the entire city block bound by East Elm Street (north), North 4th Street (east), East Gay Street (south), and North Lazelle Street (west) and excluding public rights-of-way. The Franklin County, Ohio Auditor (website accessed on April 29, 2021) describes the 0.81-acre property as: 150 E Gay St, Martin Subdivision, in lots 640-642 (parcel 010-032189-00).

Boundary Justification (Explain why the boundaries were selected.)

This boundary includes the land area historically associated with the Ohio Bell Southwestern Headquarters, including the building and plazas, and follows the current property lines. The boundary excludes the 1956/1966/1972-74 AT&T Equipment Building to the north; while historically associated, the Equipment Building is not associated with the architectural context for which the Ohio Bell Southwestern Headquarters is being nominated.

11. Form Prepared By

name/title: Rachel Consolloy & Amanda K. Loughlin

organization: Rosin Preservation, LLC

street & number: 1712 Holmes

city or town: Kansas City state: MO zip code: 64108

e-mail: rachel@rosinpreservation.com; amanda@rosinpreservation.com

telephone: 816.472.4950

date: April 2021, rev. July 2021

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Additional Documentation

Submit the following items with the completed form:

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

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: **Ohio Bell Southwestern Headquarters**

City or Vicinity: **Columbus**

County: **Franklin**

State: **Ohio**

Photographer: **Brad Finch, f-stop Photography**

Date Photographed: **February 2021**

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 01 of 25.** South (primary) elevation, looking N
- 02 of 25.** South and east elevations, looking NW
- 03 of 25.** East elevation, looking W
- 04 of 25.** East and north elevations, looking SW
- 05 of 25.** Pods on the east elevation, looking W
- 06 of 25.** Sunken south plaza, looking SW from ground level
- 07 of 25.** Sunken south plaza, looking NW
- 08 of 25.** Sunken east plaza, looking S
- 09 of 25.** North and west elevations, looking SE
- 10 of 25.** West and south elevations, looking NE
- 11 of 25.** Corner window detail, SW corner of building, looking NE
- 12 of 25.** Typical view of central core on office floors, 23rd floor, looking NE
- 13 of 25.** 15th Floor, low-rise (west) elevator lobby, looking N
- 14 of 25.** 1st floor, high rise elevator lobby, looking SE

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- 15 of 25.** 19th Floor, high-rise (east) elevator lobby, looking N
- 16 of 25.** 1st floor, main lobby, looking SSE
- 17 of 25.** 1st floor, east side of lobby, looking NE at pods
- 18 of 25.** Lower Level 1, main escalators, looking NE
- 19 of 25.** 1st floor, main lobby, looking NW from escalator
- 20 of 25.** Typical open office floor (with demountable partitions), 12th floor, looking NE
- 21 of 25.** Typical open office floor, 13th floor, looking E from NW corner
- 22 of 25.** Typical corner office area, 15th floor, looking SE
- 23 of 25.** 15th Floor, former southwest conference room, looking NW
- 24 of 25.** 24th Floor, former executive secretary area, looking S
- 25 of 25.** Lower Level 2, loading dock with turntable, looking NE

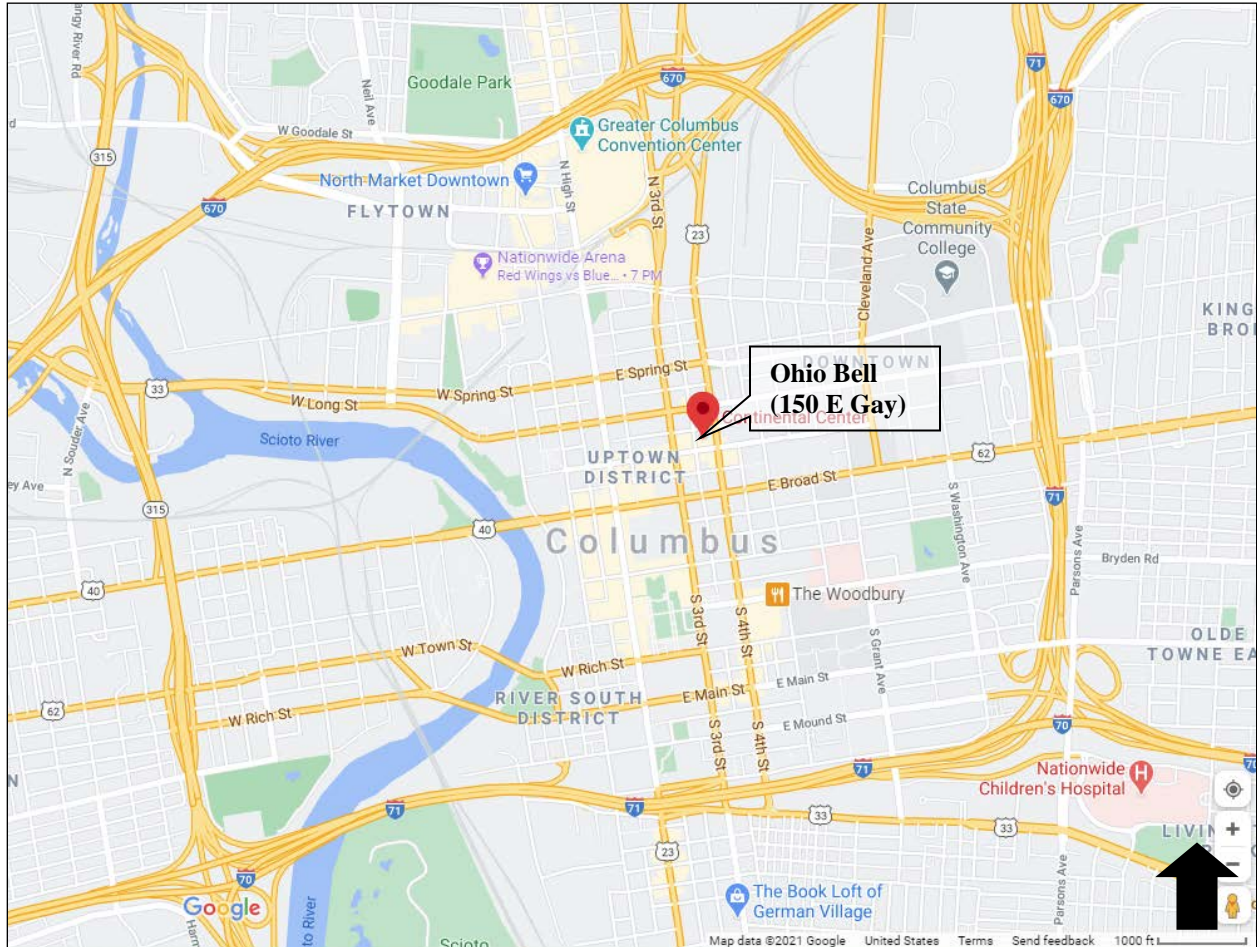
Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC

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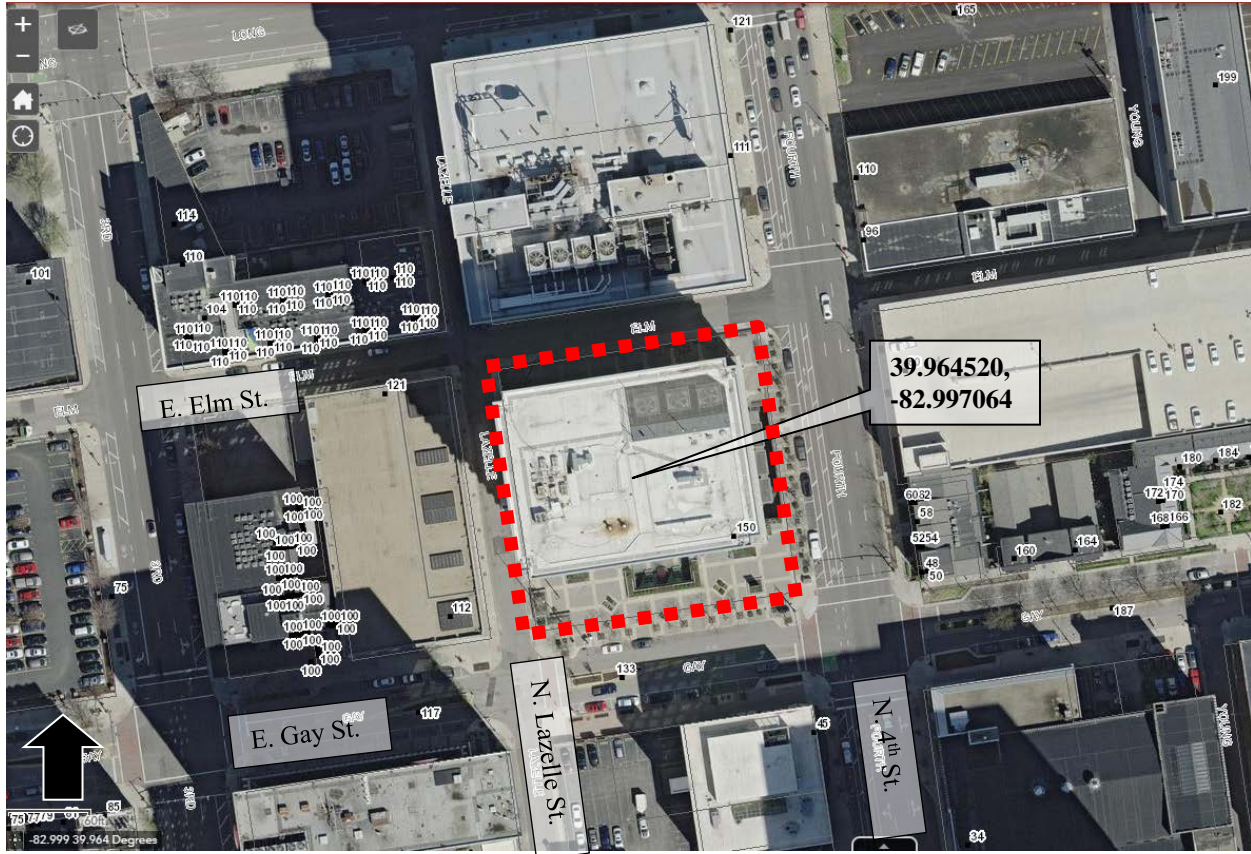
Figure 1. Contextual map, showing location of the Ohio Bell building within Columbus, Ohio. Base map Google.



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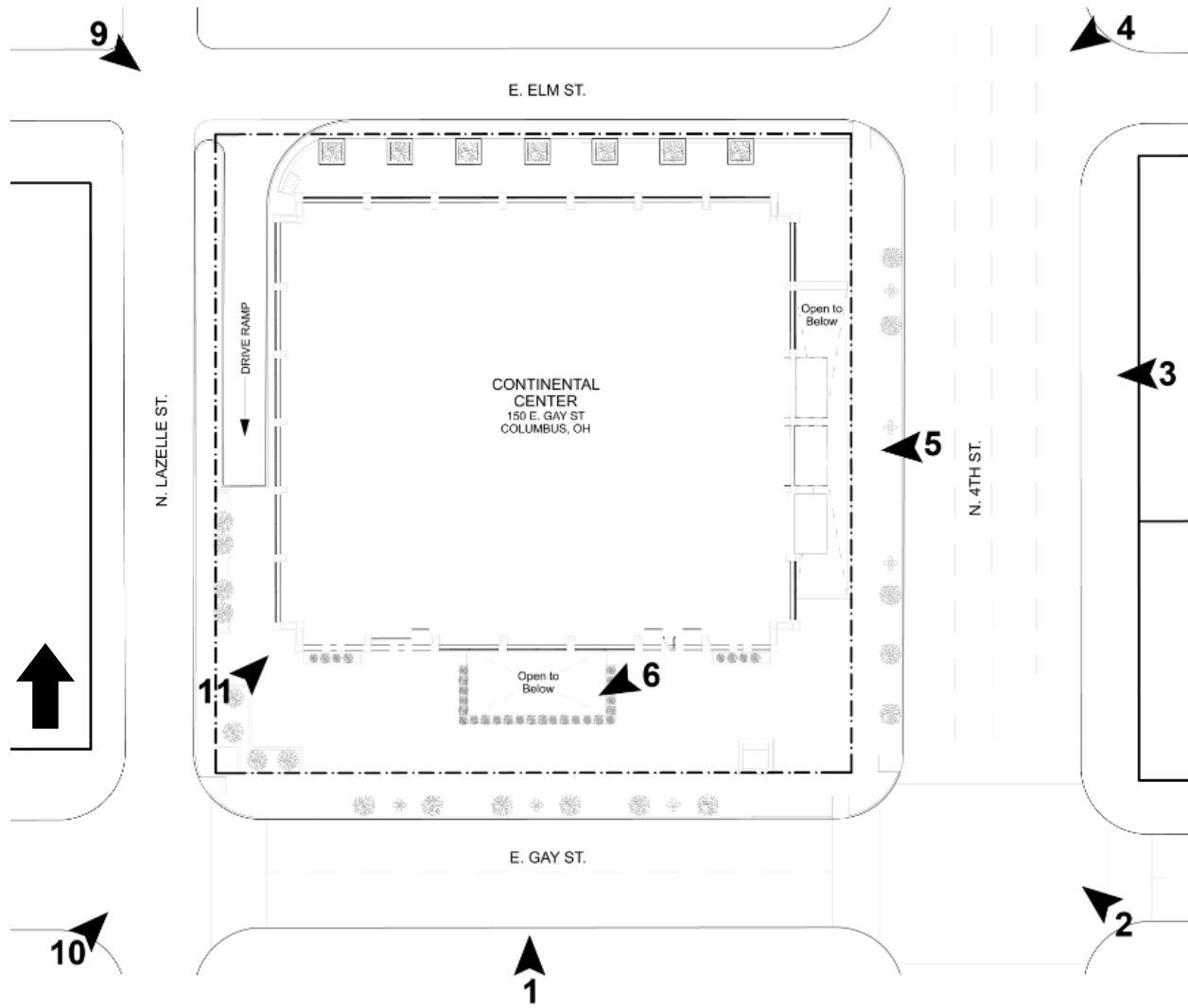
Figure 2. Boundary map, showing the building within context. Bold dashed line represents the nominated boundary. Base map is from City of Columbus GIS.



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Figure 3. Exterior and site photo map. Base plan from Strada Architects. Not to scale.



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Figure 4. The Ohio Bell Building, looking northeast at the southwest corner and flagpole planter, circa 1976. Source: *Architecture Columbus* (Columbus, Ohio: Foundation of the Columbus Chapter of the American Institute of Architects, 1976), 111 [digitized photo online] Austin E. Knowlton School of Architecture Digital Library & Student Archive, The Ohio State University <https://ksamedia.osu.edu/index.php/Detail/objects/7747#>



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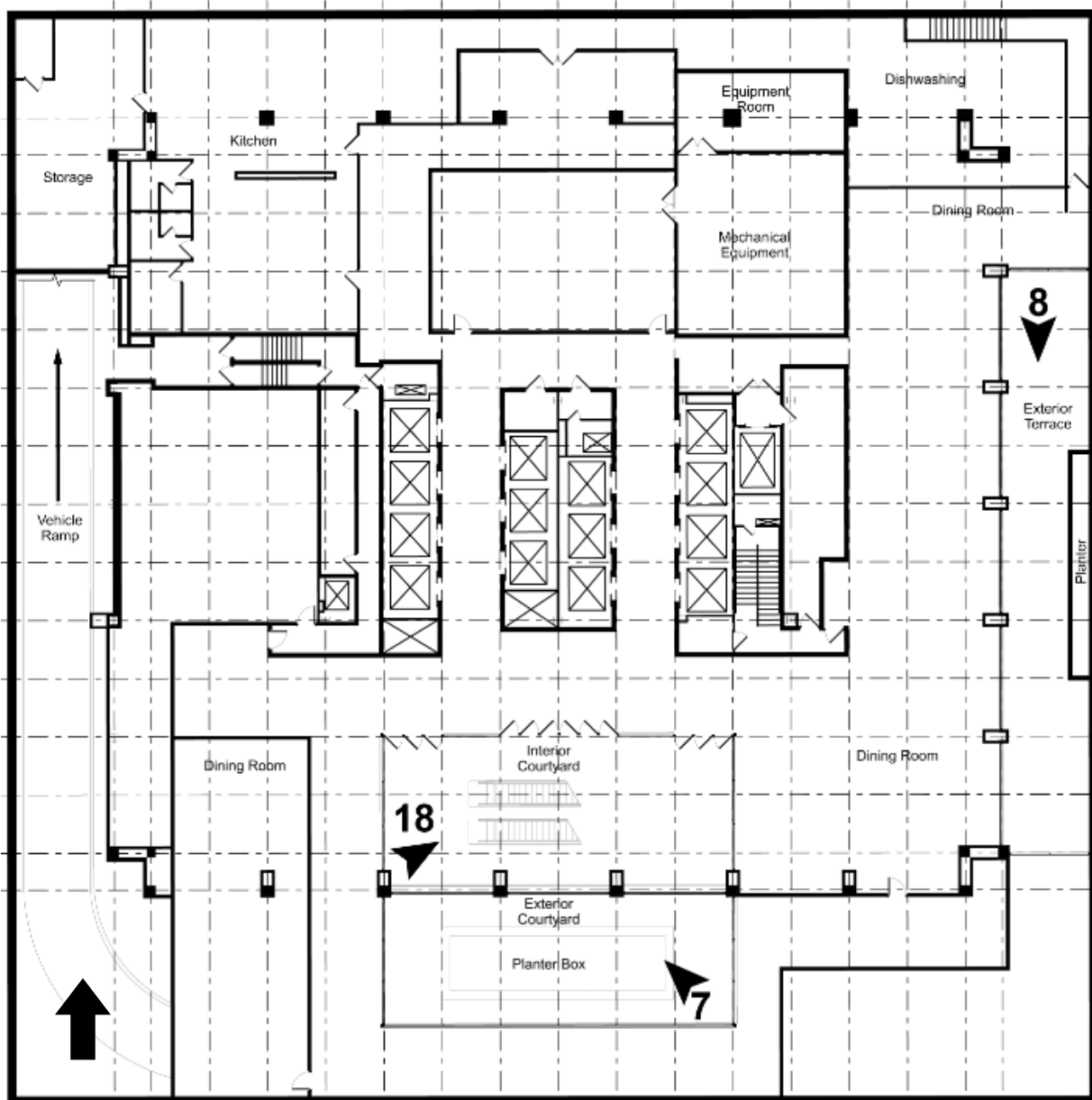
Figure 5. View looking southeast along the north side of the north plaza, showing quartzite veneer, planters, and railings. Source: Brad Finch, February 2021.



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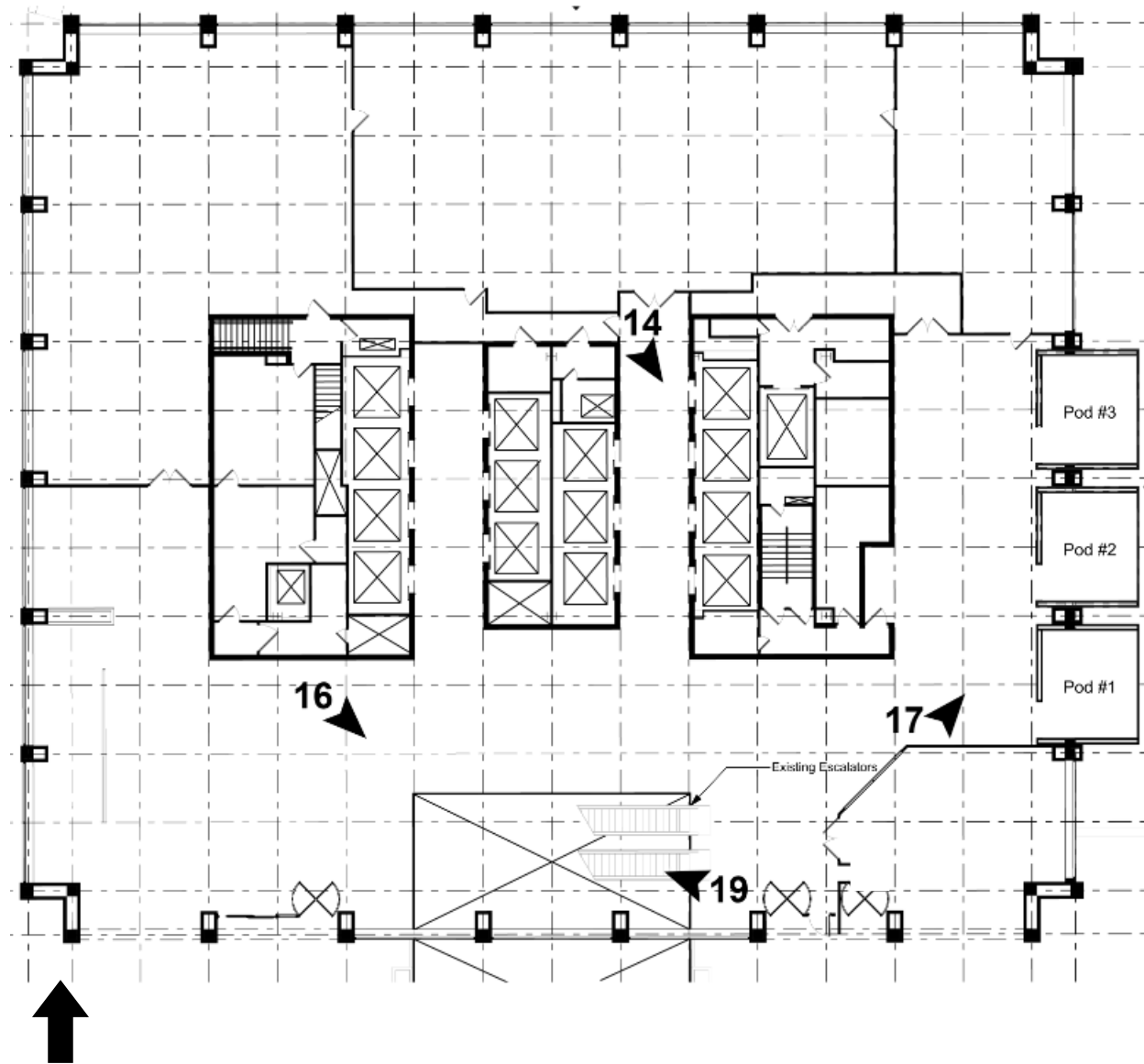
Figure 6. Basement level photo map. Base plan from Strada Architects. Not to scale.



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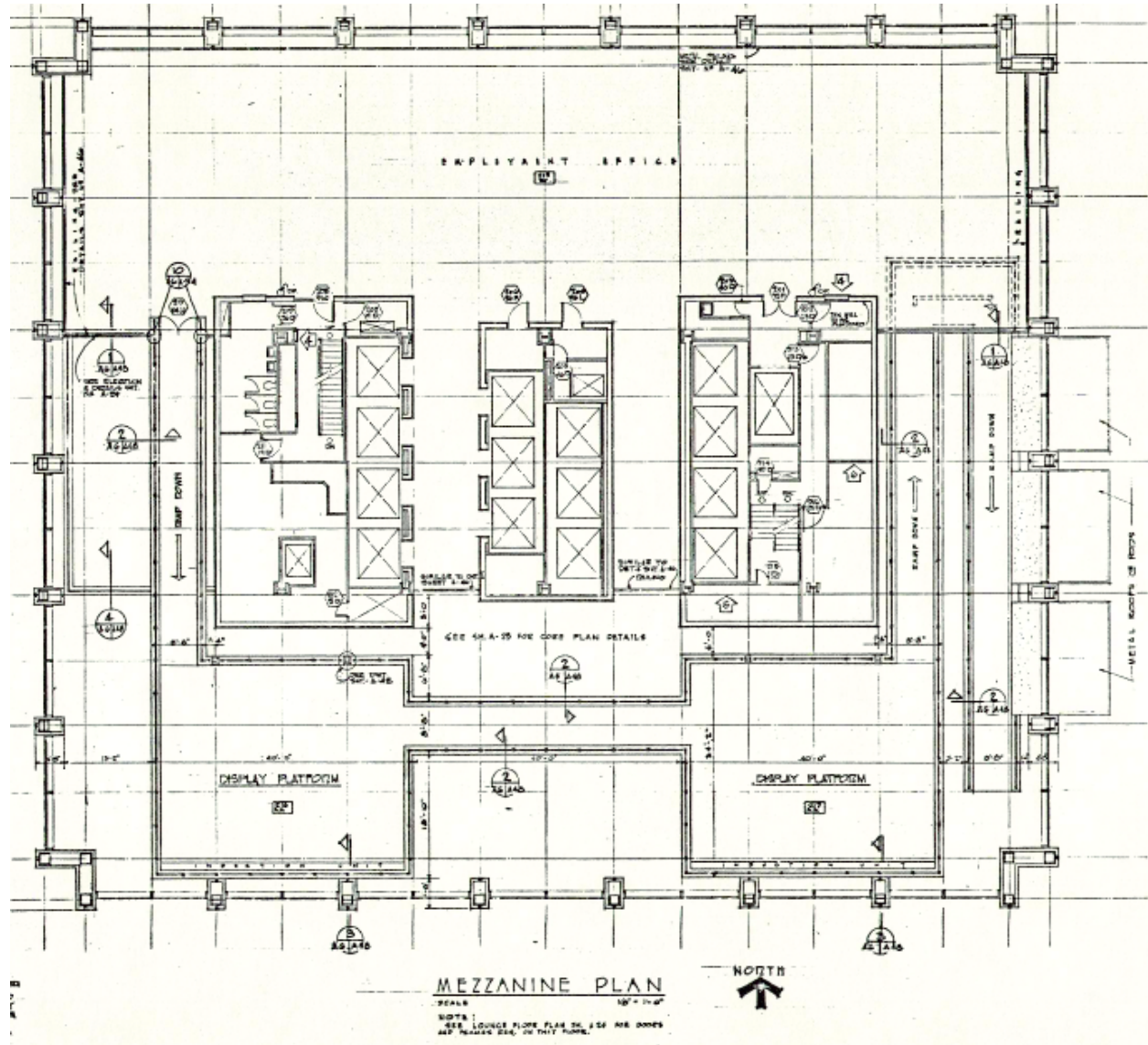
Figure 7. First floor photo map. Base plan from Strada Architects. Not to scale.



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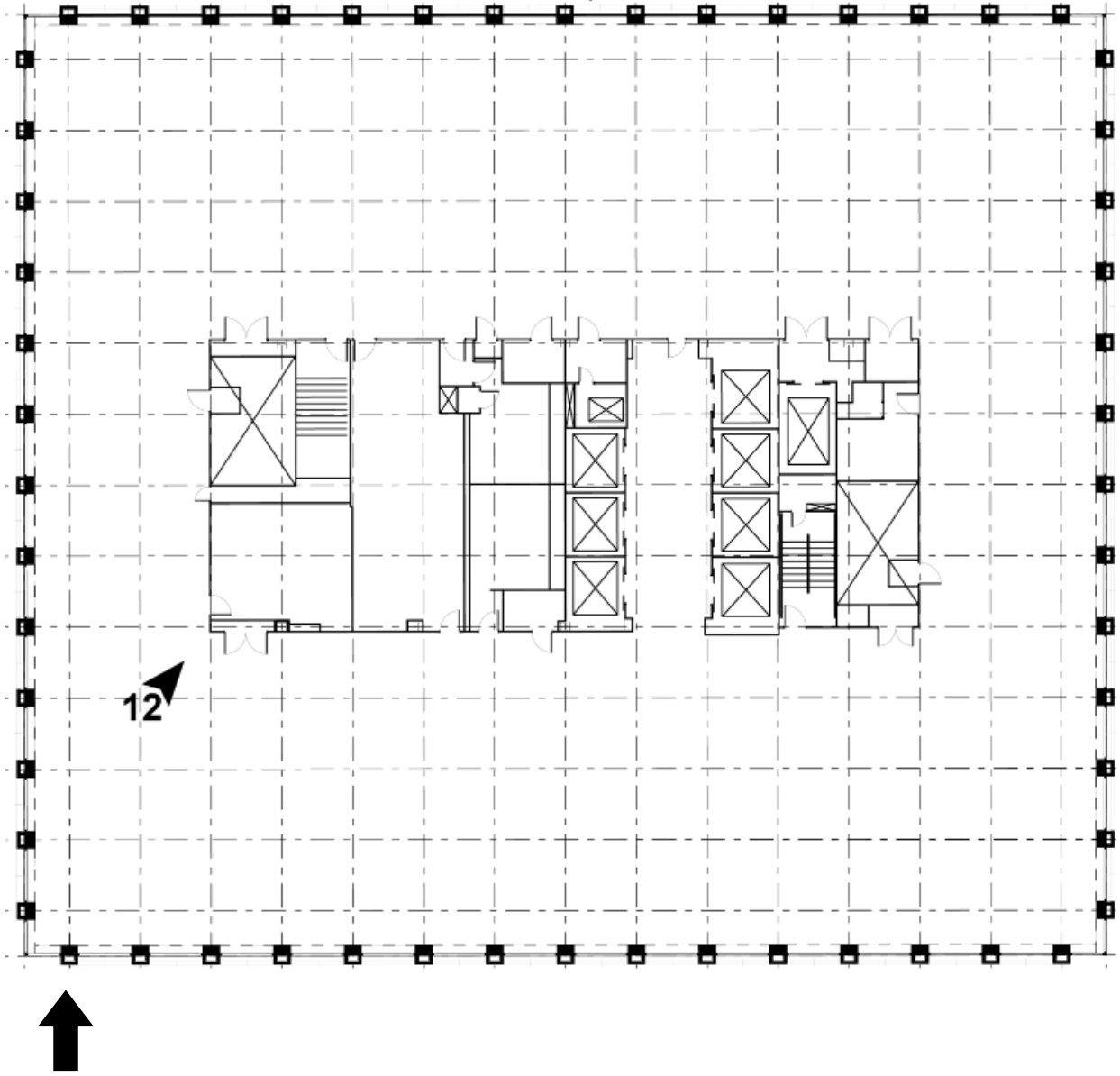
Figure 8. Mezzanine Plan, showing the ramp connecting the pods and display platforms. Source: Brubaker/Brandt, "Mezzanine Plan," A-6.



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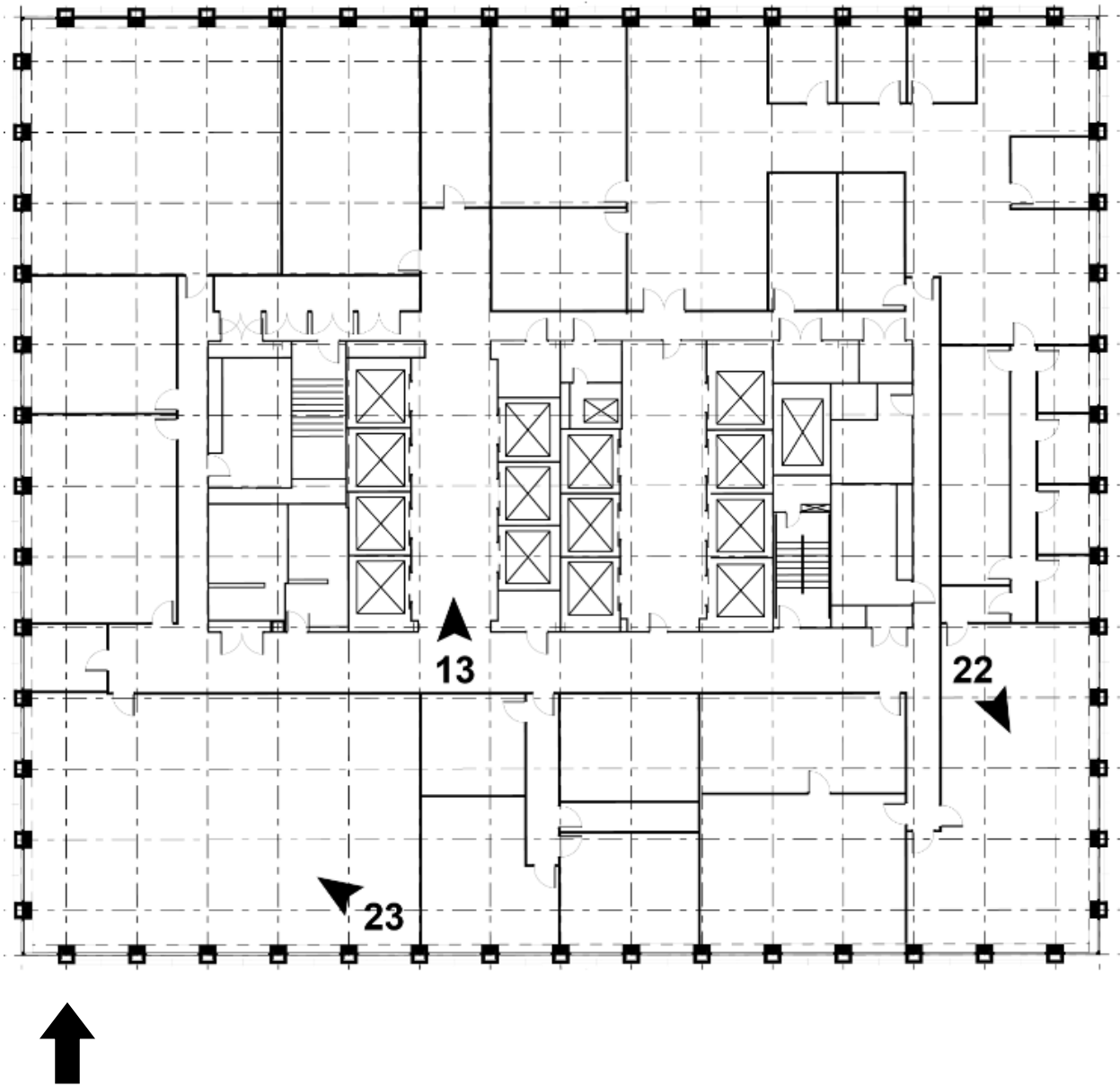
Figure 9. Twenty-third (typical office) floor photo map. Base plan from Strada Architects. Not to scale.



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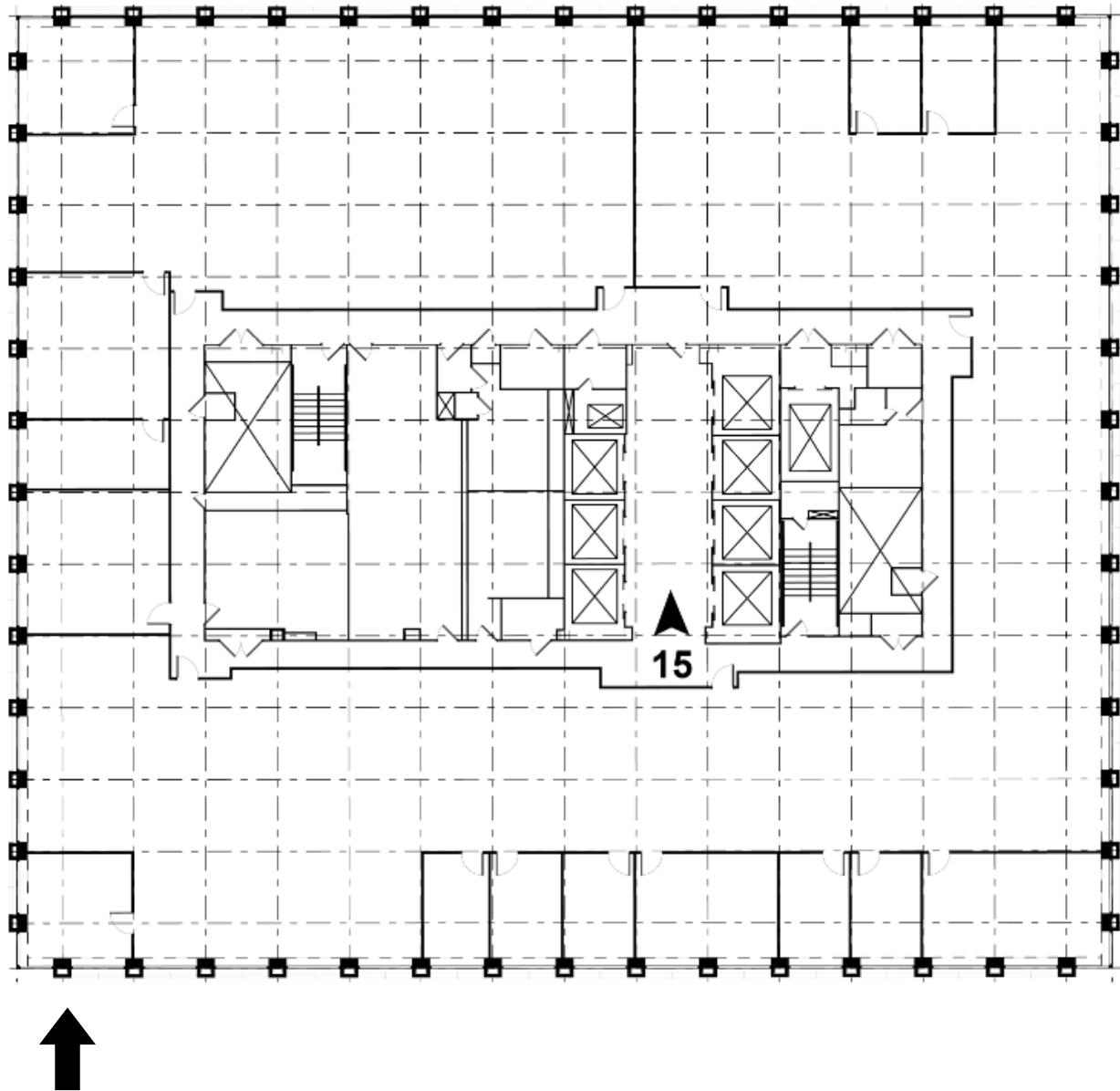
Figure 10. Fifteenth floor photo map. Base plan from Strada Architects. Not to scale.



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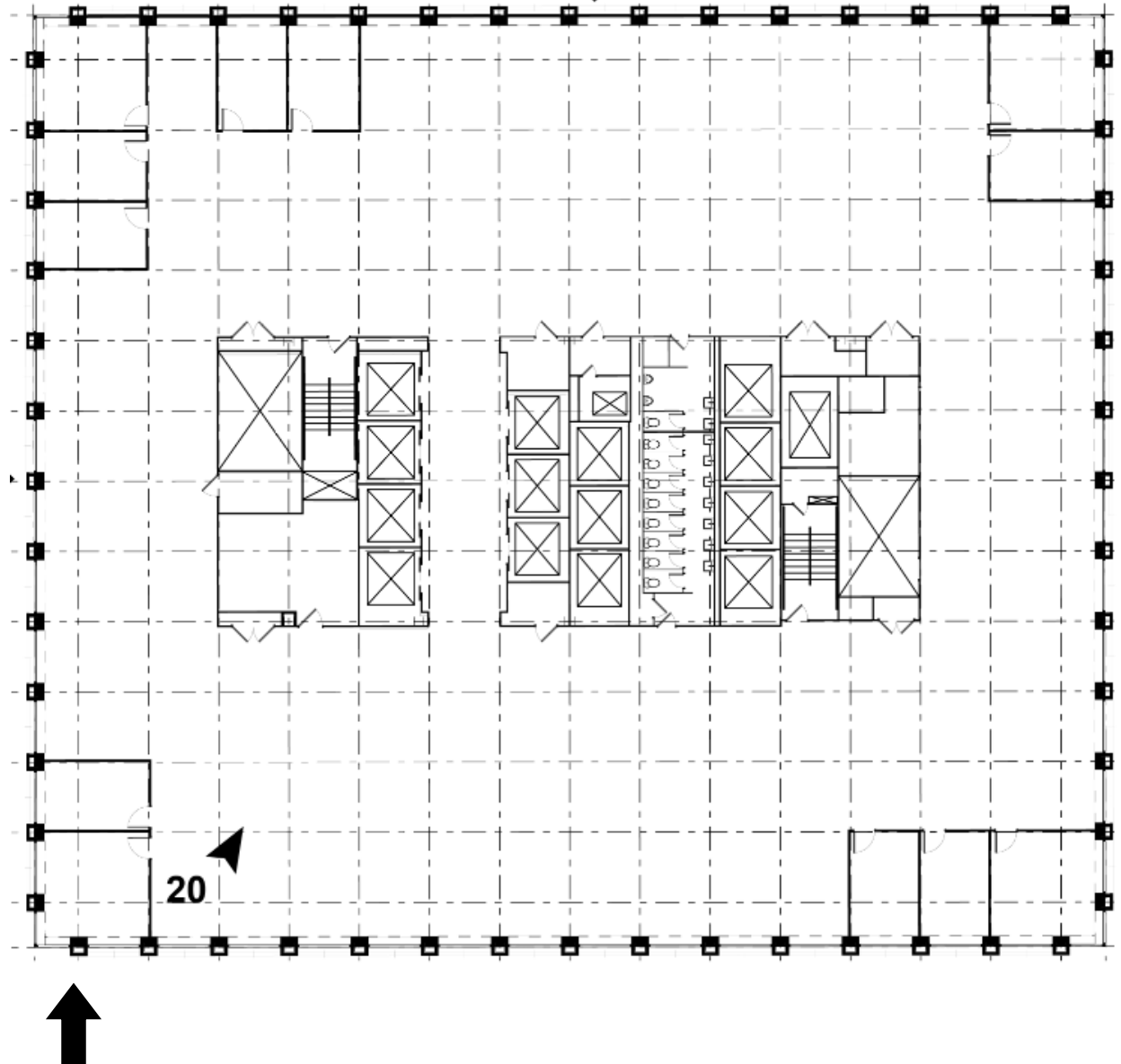
Figure 11. Nineteenth floor photo map. Base plan from Strada Architects. Not to scale.



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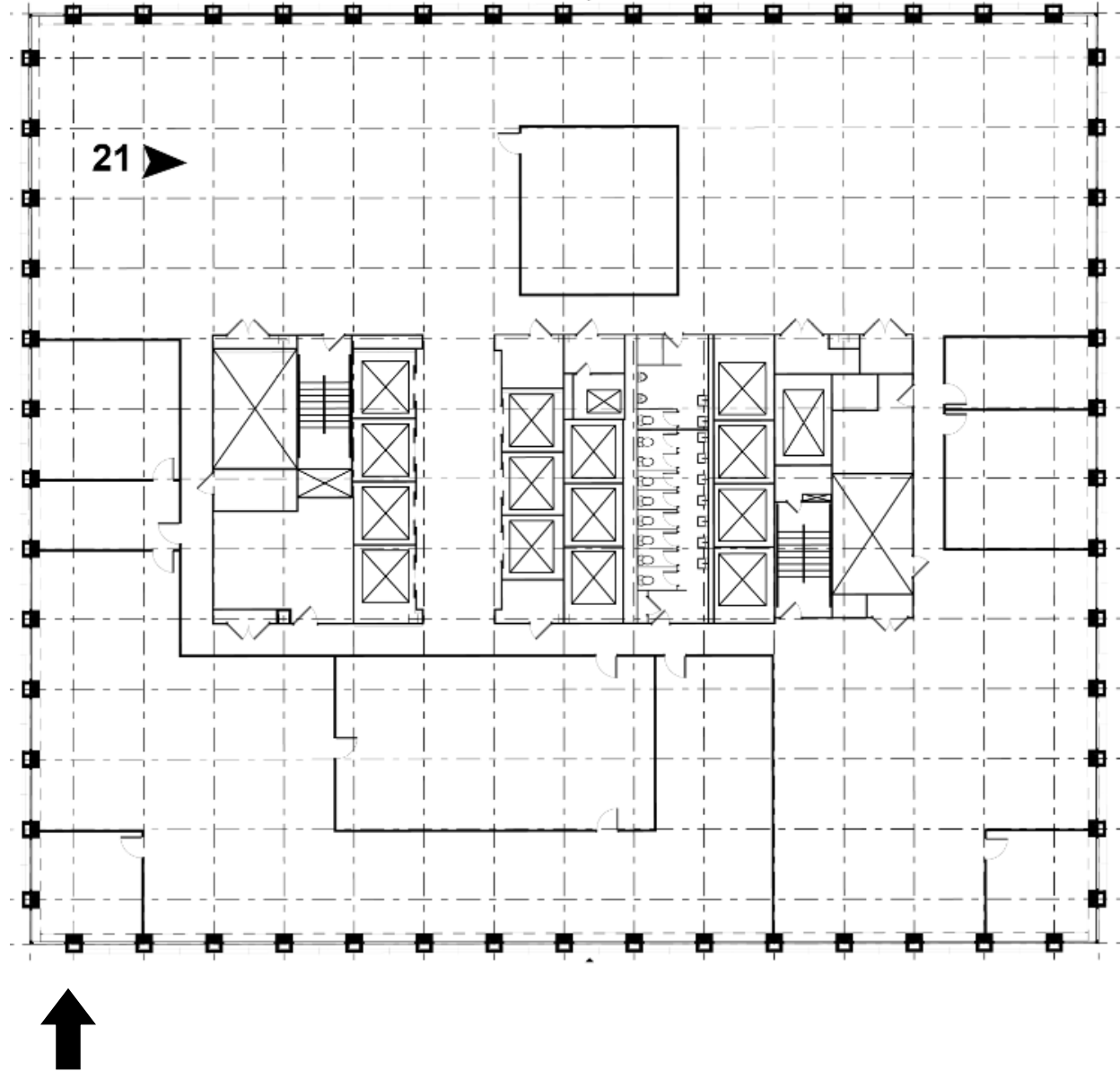
Figure 12. Twelfth (typical office) floor photo map. Base plan from Strada Architects. Not to scale.



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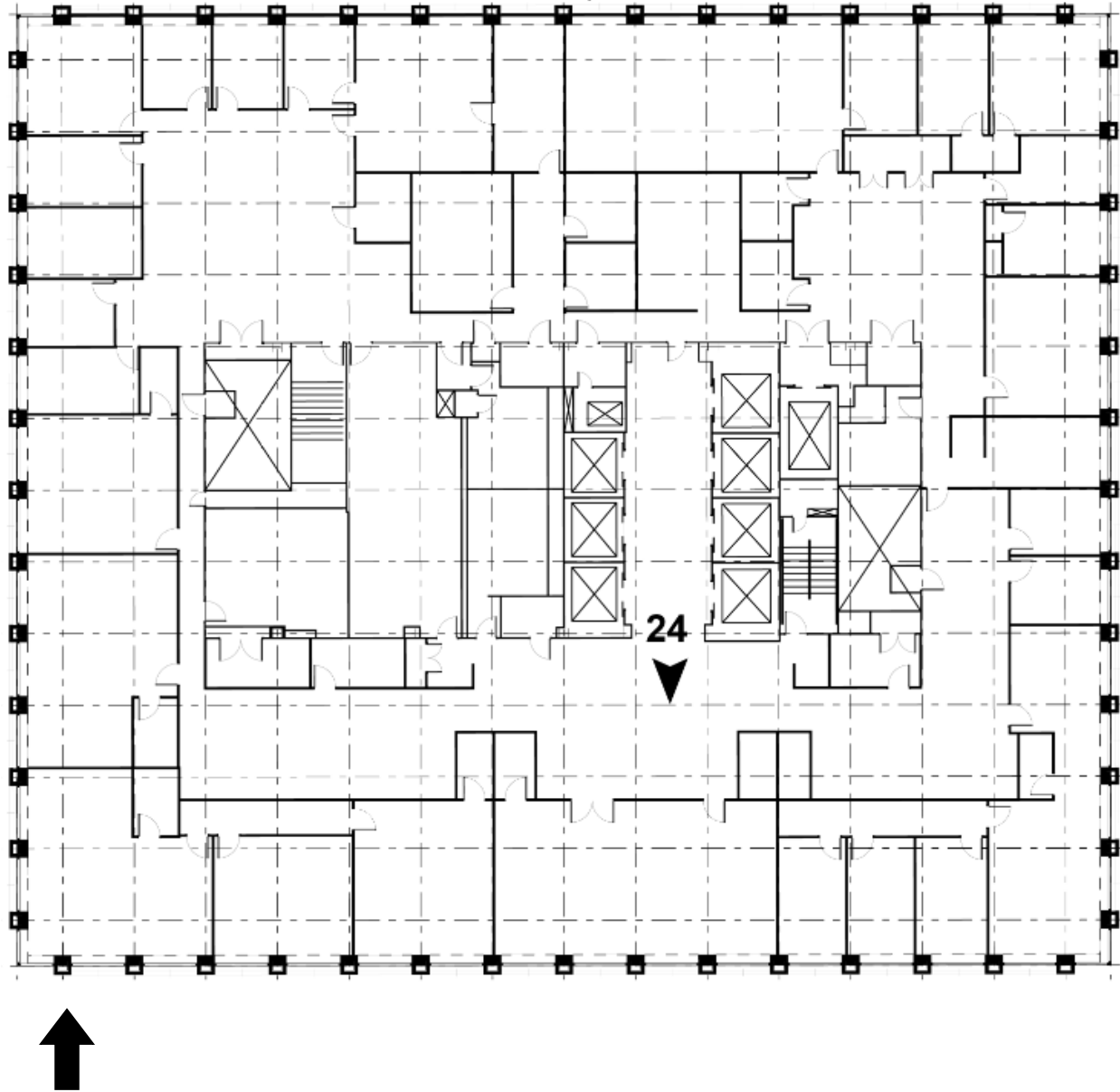
Figure 13. Thirteenth (typical office) floor photo map. Base plan from Strada Architects. Not to scale.



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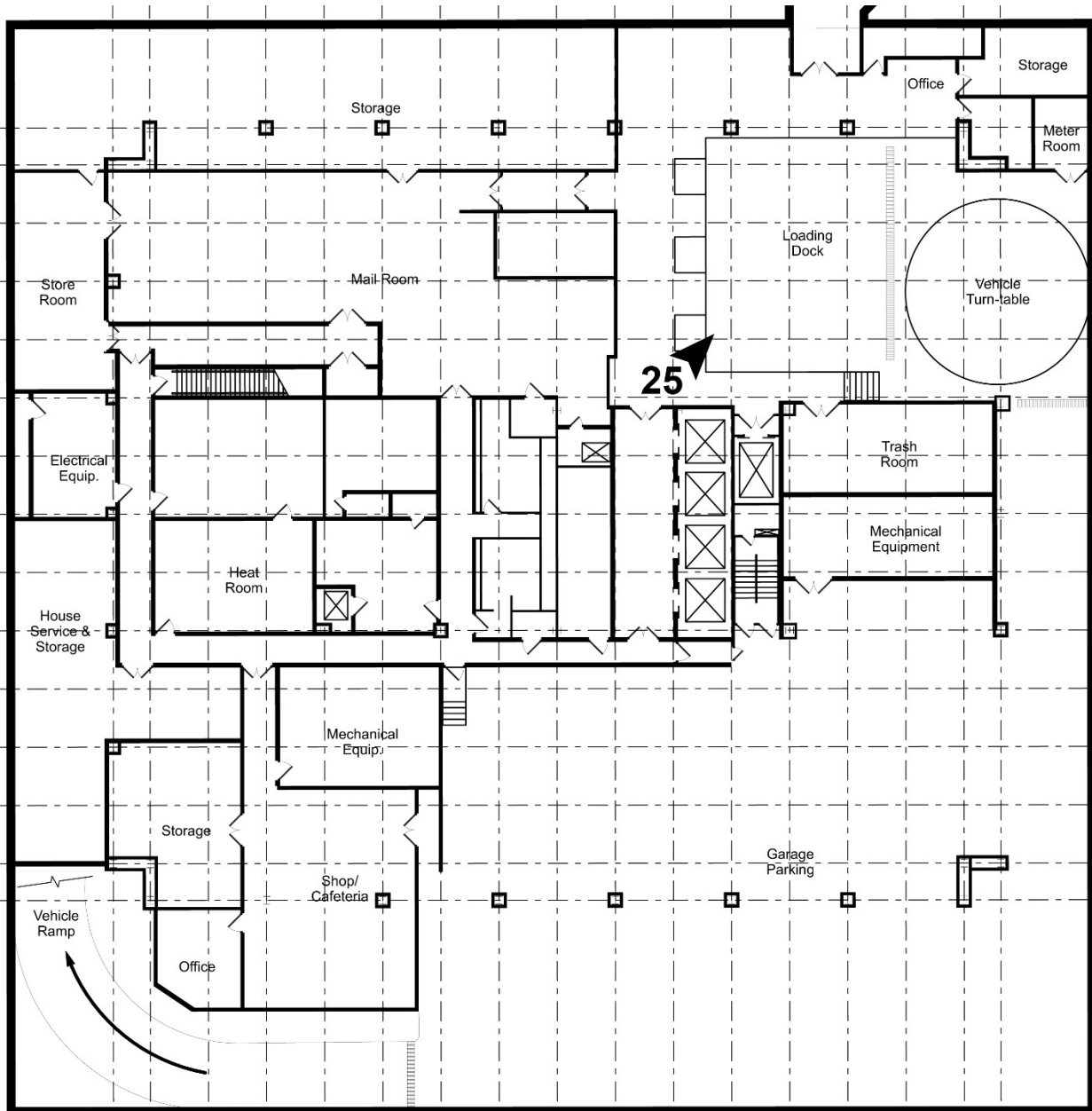
Figure 14. Twenty-fourth (Executive) floor photo map. Base plan from Strada Architects. Not to scale.



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Figure 15. Sub-basement floor photo map. Base plan from Strada Architects. Not to scale.



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Figure 16. Water fountain and restroom on Floor 11. Source: Brad Finch, February 2021.



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Figure 17. Rendering of the building by architects Brubaker/Brandt, Inc., 1971. Source: "Ohio Bell Sets Building Start," *Columbus Evening Dispatch* (18 January 1971): 1.



ARCHITECT'S SKETCH OF OHIO BELL'S NEW 26-STORY BUILDING

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Figure 18. LeVeque Tower, 1927, 50 W. Broad Street. Source:
https://en.wikipedia.org/wiki/LeVeque_Tower.



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Figure 19. Columbus Center/Bank One Tower, 1964, 100 E. Broad Street. Source:
[https://en.wikipedia.org/wiki/Chase_Tower_\(Columbus,_Ohio\)](https://en.wikipedia.org/wiki/Chase_Tower_(Columbus,_Ohio)).



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Figure 20. Key Bank Building, 1963, 88 E. Broad Street. Source:
https://en.wikipedia.org/wiki/Key_Bank_Building.



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Figure 21. Midland Building, 1971, 250 E. Broad Street. Source:
https://en.wikipedia.org/wiki/Midland_Building.



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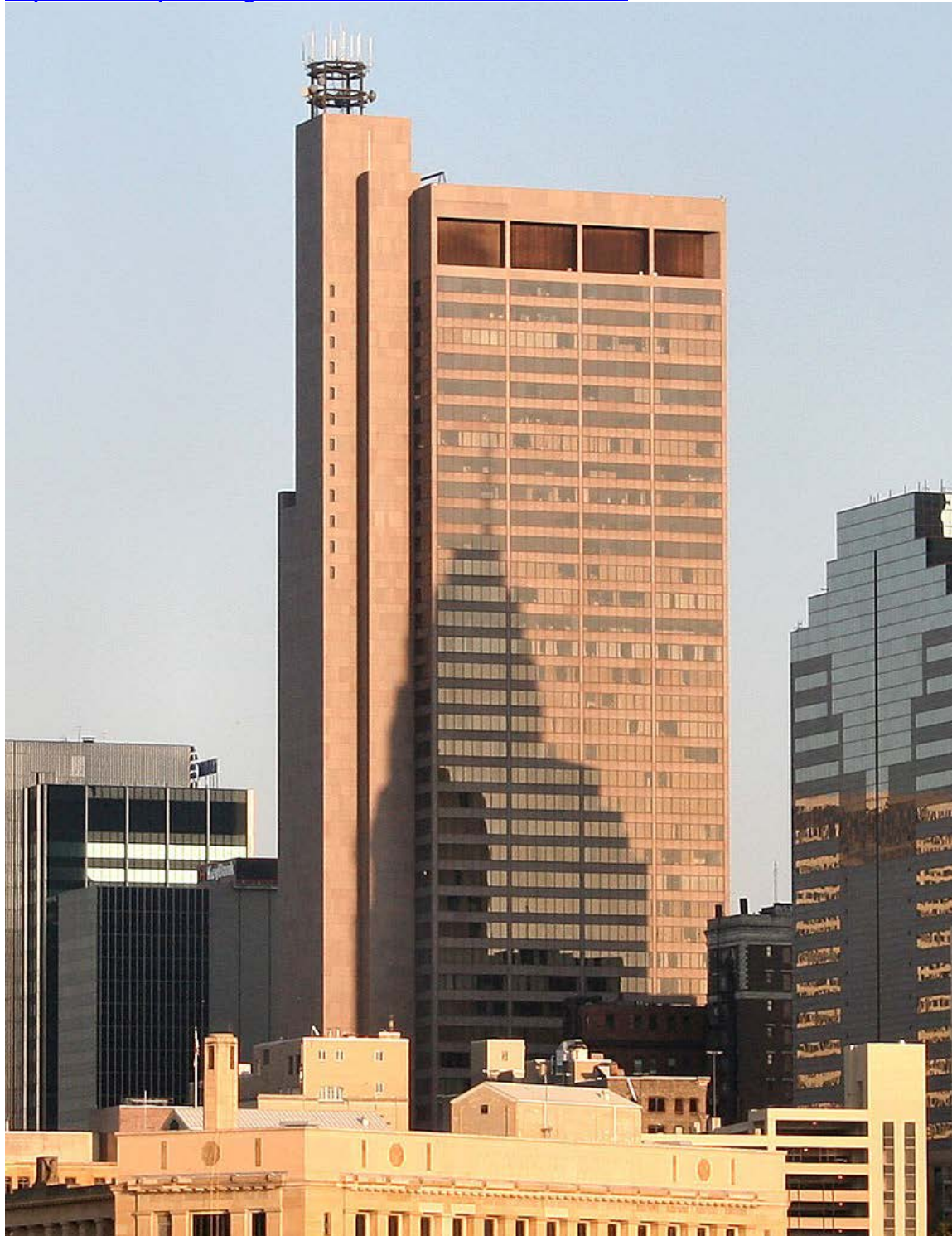
Figure 22. Motorists Mutual Building, 1973, 471 E. Broad Street. Source: https://en.wikipedia.org/wiki/Motorists_Mutual_Building.



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Figure 23. Rhodes State Office Tower, 1973, 30-60 E. Broad Street. Source:
https://en.wikipedia.org/wiki/Rhodes_State_Office_Tower.



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Figure 24. PNC Building, 1977, 155 E. Broad Street. Source:
[https://en.wikipedia.org/wiki/PNC_Bank_Building_\(Columbus,_Ohio\)](https://en.wikipedia.org/wiki/PNC_Bank_Building_(Columbus,_Ohio)).



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Figure 25. One Nationwide Plaza, 1978, One Nationwide Plaza. Source: https://en.wikipedia.org/wiki/One_Nationwide_Plaza.



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Figure 26. American Electric Power (AEP) Building, 1983, 1 Riverside Plaza. Source: https://en.wikipedia.org/wiki/AEP_Building.



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Figure 27. Huntington Center, 1984, 41 S. High Street. Source:
[https://en.wikipedia.org/wiki/Huntington_Center_\(Columbus,_Ohio\)](https://en.wikipedia.org/wiki/Huntington_Center_(Columbus,_Ohio)).



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Figure 28. One Columbus Center, 1987, 10 W. Broad Street. Source:
https://en.wikipedia.org/wiki/One_Columbus_Center.



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Figure 29. Vern Riffe State Office Building, 1988, 77 S. High Street. Source:
https://en.wikipedia.org/wiki/Vern_Riffe_State_Office_Tower.



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Figure 30. Three Nationwide Plaza, 1988, 3 E. Nationwide Boulevard. Source:
https://en.wikipedia.org/wiki/Three_Nationwide_Plaza.



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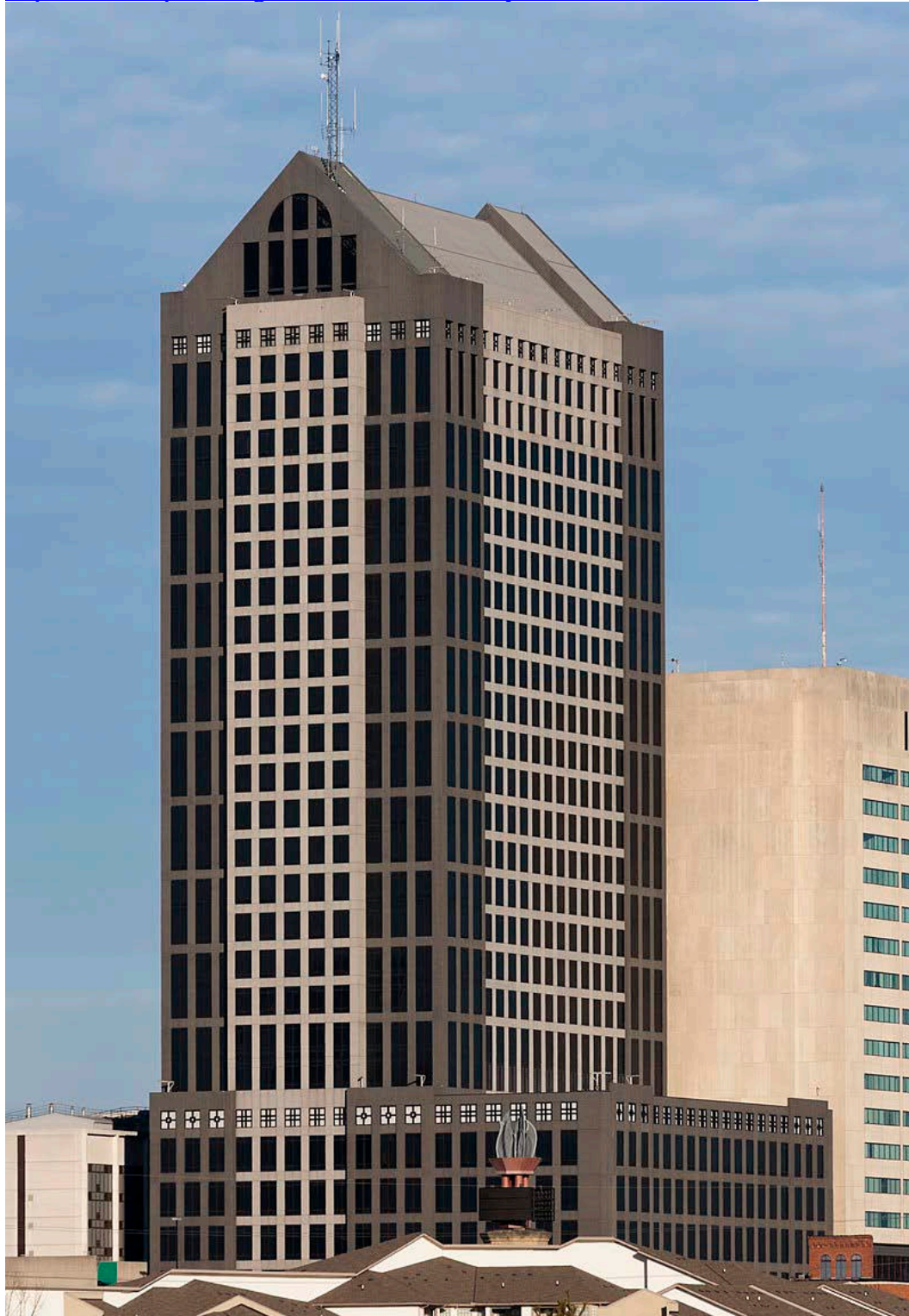
Figure 31. William Green Building, 1990, 20 W. Spring Street. Source: https://en.wikipedia.org/wiki/William_Green_Building.



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Figure 32. Franklin County Courthouse, 1991. Source:
https://en.wikipedia.org/wiki/Franklin_County_Government_Center.



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Figure 33. Fifth Third Center, 1998, 21 E. State Street. Source:
[https://en.wikipedia.org/wiki/Fifth_Third_Center_\(Columbus\)](https://en.wikipedia.org/wiki/Fifth_Third_Center_(Columbus)).

