

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Inventory—Nomination Form

For NPS use only  
received OCT 27 1982  
date entered

See instructions in *How to Complete National Register Forms*  
Type all entries—complete applicable sections

1. Name

historic Massachusetts Avenue Commercial District  
and/or common Massachusetts Avenue

2. Location

street & number Roughly bounded by one block to either side of Massachusetts Avenue  
from Delaware Street to 1-65 N/A not for publication  
city, town Indianapolis N/A vicinity of ~~Congressional district~~  
state Indiana code 018 county Marion code 097

3. Classification

<b>Category</b>	<b>Ownership</b>	<b>Status</b>	<b>Present Use</b>
<input checked="" type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input type="checkbox"/> building(s)	<input type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input checked="" type="checkbox"/> both	<input checked="" type="checkbox"/> work in progress	<input checked="" type="checkbox"/> educational
<input type="checkbox"/> site	<b>Public Acquisition</b>	<b>Accessible</b>	<input checked="" type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input checked="" type="checkbox"/> government
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	N/A	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input checked="" type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name Multiple  
street & number  
city, town Indianapolis N/A vicinity of state

5. Location of Legal Description

courthouse, registry of deeds, etc. Recorder of Deeds  
street & number Room 721, City-County Building  
city, town Indianapolis state Indiana

6. Representation in Existing Surveys

title Survey Report for Indianapolis/  
Marion County has this property been determined eligible?  yes  no  
date 1977  federal  state  county  local  
depository for survey records Indianapolis Historic Preservation Commission  
Room 1821, City-County Building  
city, town Indianapolis state Indiana 46204  
See Continuation Sheet

## 7. Description

<b>Condition</b>		<b>Check one</b>	<b>Check one</b>
<input checked="" type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date <u>N/A</u>
<input checked="" type="checkbox"/> fair	<input type="checkbox"/> unexposed		

### Describe the present and original (if known) physical appearance

Massachusetts Avenue extends northeast from Monument Circle, the center of the original Mile Square plat of Indianapolis, and the heart of downtown. The lower leg of Massachusetts Avenue, extending to the intersection of East Street and North Street, is one of the four original diagonals laid out in the 1821 Ralston plan of Indianapolis. The diagonals, Virginia, Kentucky, Indiana, and Massachusetts Avenues, are a significant departure from an otherwise typical grid pattern. As Indianapolis grew beyond the bounds of the original Mile Square, the Avenue was also extended approximately six miles. The Massachusetts Avenue Commercial District, as it exists today, became permanently isolated at either end, first with the construction of Interstate I-65 in 1968 at the north end, and then in 1970, with the erection of the Indiana National Bank Tower, a project which demolished the entire first block of the corridor. The erection of these barriers isolated the Avenue and restricted its original heavy traffic flow. Today, Massachusetts Avenue is characterized as a low volume collector street funneling local traffic to the downtown. The diagonal configuration creates unusual traffic problems, but also creates an interesting streetscape. Flatiron buildings were common at the intersections and added variety to the street. Eighty-six buildings lie within the boundaries delineated by the nomination. To the immediate north of the corridor lies the Chatham-Arch Historic District, which encompasses parts of the 600 and 700 blocks of Massachusetts Avenue. The Lockerbie Square Historic District lies directly to the south and Woodruff place is within easy walking distance to the east. All these areas are primarily residential districts and all are listed on the National Register.

The Massachusetts Avenue Commercial Corridor, in its heyday, approximately 1870 to 1930, was composed for the most part of shops that catered to small retail operations and neighborhood services. The commercial activity extended generally only a half block deep and was surrounded by a residential base which relied on service-oriented establishments. The development of the streetcar lines along Massachusetts Avenue was the single major factor in the conversion of the Avenue from a mixed-use to a commercial corridor. Evidence of this transformation is visible in the handful of old residences which were converted into shops. The oldest remaining building on the Avenue is, in fact, one of these conversions. Beneath the yellow enameled metal panels at 613-615 Massachusetts Avenue is a former residence dating from 1858. Evidence of the early building can be seen from the rear, where the gabled roof and shed addition are apparent. Originally a single family dwelling, the building was converted to commercial use in the 1880's.

The most striking physical characteristic of the district as a whole is the uniformity of size, scale, materials, style and age of the commercial buildings. The typical commercial establishment on Massachusetts Avenue is a low-rise, two to five story brick structure, built flush with the sidewalk with storefronts on street level and residential or storage space on the upper floors. Many remaining commercial buildings on the Avenue date from the 1870's and 1880's, although most were erected in the early 20th century. Architectural styles represented in the district range from the easily identifiable commercial Italianate buildings, such as the Hammond Block; to the German Romanesque/Renaissance Athenaeum, to a Middle Eastern mosque, the Murat; to what is probably the most exuberant example of Art Deco in Indianapolis, the former Coca-Cola Bottling Company. In general, however, the majority of commercial structures along the Avenue are functional, utilitarian spaces which, for lack of a more definitive term, could be identified as "storefront vernacular"--small, simple, lacking in undue ornamentation. Representative of this style

Buildings already listed in the National Register of Historic Places:

Chatham-Arch Historic District

<u>Map #</u>	<u>Address</u>	<u>Map #</u>	<u>Address</u>
40	440 E. North St.	59	713-715 Massachusetts Ave.
41	620 N. East St.	60	719-721 Massachusetts Ave.
42	600-622 Massachusetts Ave.	61	723-727 Massachusetts Ave.
43	625-631 N. East St.	62	731-733 Massachusetts Ave.
44	639 N. East St.	63	745-747 Massachusetts Ave.
45	509-511 E. Walnut St.	64	765 Massachusetts Ave.
46	517-521 E. Walnut St.	65	720 N. College Ave.
47	525 E. Walnut St.	66	706-710 Massachusetts Ave.
54	655-657 Massachusetts Ave.	67	712-716 Massachusetts Ave.
58	707-711 Massachusetts Ave.	68	709 N. Park Ave.
		69	633 E. St. Clair St./748 Massachusetts
		70	639 E. St. Clair St./750 Massachusetts

Das Deutsche Haus/The Athenaeum

<u>Map #</u>	<u>Address</u>
36	401 E. Michigan St.

Hammond Block

<u>Map #</u>	<u>Address</u>
1	301 Massachusetts Ave.

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is the Wright Block (1872-3) (map #7/photos #15-17), at 318-336 Massachusetts Avenue. This unusually long structure is currently undergoing a facade renovation. Known locally as Stout's Shoes, this two story brick building has round arched windows which run the length of the facade - 17 bays in all. The large cornice has paired brackets and carved frieze panels. An awning covers the street level storefronts. Interior features include a pressed tin ceiling and a "change railway" connecting the upper mezzanine to the selling floor (map #7/photos #18-19). This railway may be the last such mechanism existing in Indianapolis.

The 400 block is composed entirely of these vernacular buildings. The structure at the point--Alabama Street and Massachusetts Avenue--is one of the oldest on the block. Built in 1887, the Old Point Tavern, 401-403 Massachusetts Avenue (map #24/photo #6), is a three story brick commercial/residential structure. Two bands of brick corbelling decorate the facade near the parapet. Segmental arched windows, in three different sizes, have stone sills. The addition of two bay windows on the southern facade, as well as the modified storefronts have disturbed the original design of the building.

Adjacent to 401-403 is the Oxford (c. 1887-1893) (map #25/photo #20), a massive three story brick and stone commercial building with apartments above. Double hung sash windows with transoms extend the full length of the building. Large rock-faced rusticated slabs of stone are used as lintels over the flat window openings. Smaller, smooth stone slabs are used as sills. Brick corbelling decorates the parapet. Like most of its neighbors, the storefronts have been altered over the years. In the early part of the 20th Century buildings such as these created an urban wall along the Avenue, effectively screening from view the residential enclaves which lay only a half block away. Today, demolition has taken its predictable toll. Surface parking lots dot the area and insensitive remodelings have diluted the homogenous quality of the Avenue. Enough of the fabric remains, however, particularly in the 300, 400, 600 and 700 blocks to indicate the former bustling shopping community which existed there.

The 700 block contains a series of fine commercial buildings. The Knauf Block (map #58/photo #21), located at 707-711 Massachusetts Avenue, is a three story red brick building erected in 1874. A stone arcade divides the storefronts at ground level. The second floor round arch windows are trimmed in stone and have keystones. A stone string course doubles as the sills for the third story flat arch windows. Stone lintels top the third floor windows. The large sheet metal cornice has frieze vents and brackets of varying sizes. Along the east and west exterior walls are remnants of painted period advertisements.

Across the alley stands an 1874 commercial structure and its 1900 addition. The Beck (map #60/photo #22), 719-721 Massachusetts Avenue, is a 2½ story brick building with pilasters and capitals spaced evenly across the facade. Brick piers and stone lintels surround the segmental arch windows on the second floor. Recessed panels accent the circular vents below the cornice. The 1900 addition, although missing its cornice, echoes many of the Beck's features. This two story addition has brick piers and stone window surrounds. The recessed circular vents and string course are carried through as well. The storefronts share a common tall cast iron column.

The end building on the 700 block is also the oldest. The former Neerman Shoe Store, 731-733 Massachusetts Avenue, was built about 1865 and is a remnant of the earliest generation of building along the Avenue. It is a modest two story

structure with a flank gable roof. Paired brackets are evenly spaced at the cornice. Projecting bricks highlight the segmental arch windows. The street level has an arcade of round arches, again highlighted by projecting bricks. The arcade may not be part of the original design.

A significant early feature of the 700 block streetscape was Chatham Place, which served as a "town square" for the area. Chatham Place was created by the convergence of Massachusetts Avenue, Walnut Street and Park Street (formerly Chatham Street). Originally a horse fountain embellished the square. The fountain has long since disappeared, as have many of the buildings which surrounded the intersection. One of those remaining is Chatham Place Block (1875) (map #66/photo #23). The building, located at 706-710 Massachusetts Avenue is an unusual shape, which was dictated as a result of the peculiar boundaries of the lot and the configuration of the Chatham Place intersection. The building extends along Massachusetts Avenue and wraps around Chatham Place to Walnut Street, where it angles again into Park Street. One of the best preserved commercial buildings on the Avenue, the Chatham Place Block is a three story brick structure whose principal feature is a street level arcade of stone Roman arches supported by cast iron Corinthian columns. The original recessed storefronts have remained unaltered. Many of the entranceways retain the original tilework. Narrow, round arch windows with stone sills and keystones exist at the second and third stories. A bracketed cornice enhances the low roofline.

Massachusetts Avenue cuts through each block at a 45° angle creating six-way intersections. As a result, parcels of land, triangular in shape are created. Several flatiron buildings were constructed at the points created by the intersection of Massachusetts Avenue and streets following the grid pattern. The term "flatiron" is used to describe the shape these buildings took in order to fit into the peculiar sized lots. An impressive flatiron building stands at the corner of Massachusetts Avenue and New York Street and acts as the gateway to the district. The Hammond Block (map #1/photo #24), a National Register property, is a three story red brick commercial Italianate structure built in 1874. The exterior walls are divided into three asymmetrical sections by brick pilasters that span all three stories. Cast iron columns, terminating in modified Doric capitals, support arcades of segmental arches along the first floor. The cornice is decorated with paired brackets, modillions and dentils. Six brick chimneys line the low hipped roof along the street elevations.

The Argyle (map #42/photos #25-26), a commercial/residential building at 600-622 Massachusetts Avenue, is a more modest example of a flatiron building. Constructed in 1911, the Argyle has undergone minimal alteration. The focal point of the building is the bowed projection at the southwest corner. Here the parapet extends above the roofline highlighting the stone tablet reading "The Argyle". A three story, salt-glazed brown brick structure, the Argyle is trimmed in terra cotta string courses, pier caps and stone sills. The original storefronts, which were separated by three story projecting brick piers, have been boarded and stuccoed.

The two story painted brick commercial building at 657 Massachusetts Avenue (map #54) is an extremely simple version of a flatiron building. Two cast iron columns are all that remain of the original first floor elements. Corbelled bricks serve as the cornice. Built in 1893, this building's original main entrance was at the point.

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Although the Avenue is dominated by smaller commercial structures, standing just off the corridor, but included in the historic district, are two of the most significant buildings in Indianapolis. The Athenaeum (formerly Das Deutsche Haus) and the Murat Temple sit nearly across the street from each other and offer a fascinating architectural contrast in the district.

Located at 401 East Michigan Street, the Athenaeum (map #36/photos #27-28) was listed on the National Register of Historic Places in 1972. It was designed by Bernard Vonnegut, Indiana's first licensed architect, and was built in two phases--the German Romanesque phase (map #36/photo #29) (1893), which lies to the east and the Renaissance phase (map #36/photo #30) (1897), lying to the west. The older section is built of dark red brick and has two distinctly styled towers. The foundation is rusticated stone and a stone string course is found at the second story. Large round arch windows with stone sills line the north facade. Finials, pediments and circular vents decorate the gables. The Renaissance section is an elaborately detailed annex made of the same red brick and having a hipped roof. A cupola can be found at the north and south ends of the roof, as well as gable dormers to the east and west. The north facade has a central stained glass window at the second story level with paired Ionic pilasters to either side. Smaller, bullseye windows follow along a string course near the eaves. A large radiating voussoir arch breaks the rhythm of the alternating stone and brick bands of the first floor. Toward the rear of the building is a glassed-in double loggia and biergarten, complete with band shell. The interior of the building features massive stained glass windows and golden oak wood trim. Throughout the building decorative shields bear the initial "D-H" for "Deutsche Haus", as the building was known prior to the intense anti-Germanic feeling that coincided with World War I. The Athenaeum contains a gymnasium, rathskeller, schlossgarten and kellersaal for banquets. The grand staircase leading to the theatre area is a prominent interior feature (map #36/photos #31-32).

Catercornered from the Athenaeum is a radically different building, the Murat Temple (map #35/photos #33-34). The original Temple was built in 1909 and designed by Oscar D. Bohlen. The Murat is a four story Middle Eastern styled building which sports minarets and stained glass windows. Contrasting yellow and brown brick banding completely encircles the building. Intricately designed terra cotta trim surrounds doorways, arches and windows. Pointed arches, supported by short columns, frame stained glass windows. The parapet and its cresting rise at the center of the south facade to accommodate a tablet that reads "A.A.O.N.M.S.", Ancient Arabic Order Nobles of the Mystic Shrine (map #35/photo #35). A tower at the southeast corner rises 208 feet above the street, making the Temple visible from some distance away. Housing the Egyptian Room, which was modeled after the tomb of King Tutankhamun, the 1922 addition to the north, designed by Rubush and Hunter, employs many of the motifs and materials of the original building. The colorful brick banding is carried through the addition and similarly styled windows and terra cotta trim occupy the center bay. Another more recent addition (1968) is a strikingly different building. The facades are concrete with some portions receiving a pebbled treatment. To the north there is a large tiled mural of three Arabians crossing the desert. Two color brick banding, identical to that on the first building, helps to bring continuity to the three structures.

Another Rubush and Hunter design, the former Coca-Cola Bottling Company, at 858-868 Massachusetts Avenue is in excellent condition and is probably the finest Art Deco building in the city (map #79/photo #36-39). It serves as an impressive terminus for the Avenue. The first section of the plant was built in 1931, by William P. Jungclaus Construction Company, with successive additions occurring in 1941 and 1949-50. The plant has undergone remarkably few alterations, despite the fact it now is used

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as a warehouse and central kitchen for the Indianapolis Public Schools. Garage facilities were erected in 1932, 1938, 1941 and 1954. Large storefronts have been removed and concrete blocks have been added; however, no other exterior details have been disturbed. The familiar Coca-Cola logo is inscribed near the parapet and is highlighted by gold paint (map #79/photo #40). The building is made of brick and terra cotta facing. Large, foliated panels extend between piers on the south facade (map #79/photos #41-42). The main entry consists of double brass doors with spandrels above embellished with sunrise and foliated patterns (map #79/photo #43). Interior fixtures and doors are made of polished brass; marble hallways and walls extend throughout the building (map #79/photos #44-48). The lobby features a large brass ceiling medallion and a circular staircase (map #79/photo #49). The executive offices are well preserved with patterned pecan panelling in every room (map #79/photo #50). The former receiving room is tiled in multi-colored mosaics with long expanses of marble countertops. The truck docking area is made of terrazzo.

The one historic fire station in the district, at 633 East St. Clair Street and 748 Massachusetts Avenue (map #69/photo #52) was built in 1871 and has been severely altered over the years. The St. Clair Street facade, a two story brick former stable was added between 1899 and 1908 (map #69/photo #53). The Massachusetts Avenue addition was built in the 1940's and is one story tall. These two additions all but hide the original building from view. The two story station is made of brick and has a low gable roof and a three story tower. Brackets adorn the open pediment gable. The large gable window is decorated in wood tracery, brick and stone.

Commercial enterprises were not the only activity along the Avenue. A large residential population lived here, mostly in flats above shops or in apartment buildings. The Richelieu, a three story brick apartment building constructed in 1904 (map #40/photo #54), is located at 440 East North Street. Brick pilasters, finished in plain capitals, extend from the second story to the third story string course. The center bays, marked by two-story stone pilasters, have stone carvings of foliage and cartouches. Circular vents are found near the cornice and at the third story. Doorways are trimmed in stone round arches and cartouches. Originally, a stone balustrade adorned the roofline, but it has been removed along with the large stone pediments that spanned the center bays. The design of the Richelieu addition (1913) is sympathetic to that of the original building, picking up the watertable of the original, although slightly modified. The main entrance is a stone-trimmed Tudor arch with quoins and brick buttresses to either side. The decorated parapet is made of brick and topped with stone.

Buildings with commercial uses on the street level and apartments above are common in the district. The Baker Apartments (now the Massala Building), located at 335-345 Massachusetts Avenue (map #2/photo #55), is an excellent example of this type of building. This three story brick structure, with storefronts on the first floor, has paired brackets and dentils at the cornice. The end bays have modified Chicago windows framed by vertical stone trim and entablatures with cartouches. Horizontal stone banding doubles as window lintels. The round arch doorway is decorated with a foliage motif.

A few single family dwellings are included in the district. The house at 935 Bellefontaine (c.1887-1898) (map #86/photo #56) is typical of the kind of residence built in the immediate area. It is a modest two story brick building with a gable roof, segmental arch windows, circular vents and simple gable finials. The simple one story porch with turned posts is one of the few decorative elements of the house.

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Intrusions in the district include buildings such as the John J. Barton Apartments at 555 Massachusetts Avenue (map #39/photo #57). This building is perhaps non-conforming in the district more in terms of period rather than use. It did win an American Institute of Architects honor award for its design. Other intrusions, such as the building at 2637 Massachusetts Avenue (map #52/photo #57) and 901 Massachusetts Avenue (map #81/photo #58) are small one story commercial structures built during the 1950's and 1960's.

A number of buildings in the district are undergoing or have recently completed renovation projects. Exterior renovation of the former Christian Meyer Building (1872-3) at 314-16 Massachusetts Avenue (map #6/photo #60), is nearing completion. Adjacent to this building is Wright's Block (Stout's Shoes), located at 318-336 Massachusetts Avenue. The cornice has been repainted and tuckpointing has been finished. Across the street renovation of the Hammond Block has returned the 1874 structure to its original splendor. The building is being used as office space. Finally, at the other end of the district, at 911 Massachusetts Avenue (map #83/photo #61), renovation efforts have recently begun. Plans call for restoration of the first floor storefronts and the renovation of eight second and third story apartments.



Building Inventory

Map #

*(Note)*  
*addresses listed*

- 301 Massachusetts Ave., 3 story flatiron commercial building, brick Italianate with low hipped roof, stone dentils and frieze panels, carved stone window surrounds, 1874, contributing (facade restoration complete).
2. 335-345 Massachusetts Ave., 3 story commercial/residential building, flat stone window surrounds, keystones, stone string courses, cartouches, 1904-5, contributing (altered: storefronts).
- 3 310 N. Alabama St., 3 story residential building, bay windows, stone string course, stone lintels, frieze swags, 1904-5, contributing.
- ④ 244 E. New York St., 2 story commercial building, steel and glass, under construction (1981), intrusion.
- 5 310-312 Massachusetts Ave., 2 story commercial building, segmental arch windows, glass brick, corbelled cornice, 1904-5, contributing (altered: windows, storefronts).
- 6 314-316 Massachusetts Ave., 3 story commercial building, stuccoed brick with flat roof, arched double windows, stone arch lintels, Corinthian columns, 1872-3, contributing (facade renovation nearing completion).
- 7 318-336 Massachusetts Ave., 2 story commercial/residential building, brick with flat roof, round arch windows, carved frieze panels and brackets, 1872-1873, contributing (facade renovation nearing completion).
- 8 342-358 Massachusetts Ave., 5 story Chicago-style commercial building, stone trim, Chicago windows, cornice removed, 1908-1910, contributing (altered: cornice, storefronts).
- 9 323 N. Delaware St., 2 story commercial building, brick with flat roof, ashlar over brick facade, segmental arch windows, c.1887-1898, contributing (altered: facade, storefronts).
- 10 325 N. Delaware St., 1 story commercial building, brick with flat roof, ashlar over brick facade, c.1908-1916, contributing (altered: facade, storefronts).
- 11 402-410 N. Alabama St., 1 story commercial building, glazed brick with flat roof, stone trim, c.1941, contributing.
- 12 412 N. Alabama St., 3 story residential building, decorative stone and brickwork, leaded casement windows, 1918, contributing.
- 13 418 N. Alabama St., rear, 2 story insulbrick house, gable roof, c.1887-1898, contributing (altered: commercial building attached, see below).
- ④ 14 418 N. Alabama St., front, 2 story commercial building, plain parapet, casement windows, transoms, c.1938, intrusion.
- 15 419 N. Hudson St., 2 story duplex, insulbrick, gable roof, porch, c.1887-1898, contributing (altered: insulbrick).

Building Inventory

Map #

- 16 420 N. Alabama St., 2 story insulbrick house, gabled roof, c. 1890-1900, contributing, (altered: insulbrick).
- 17 426 N. Alabama St., 1 story commercial building, brick with flat roof, plate glass windows, 1960, intrusion.
18. 302-306 E. New York St., 3 story commercial/residential building, yellow brick facade, smooth quoins, brick pilasters, stone pediments with cartouches, arcaded windows, 1909, contributing.
- 19 314 E. New York St., 2 story commercial building (former residence), low gable roof, aluminum siding on facade, frame in rear, 1887-1899, contributing.
- 20 324 E. New York St., 3 story commercial building, boxed cornice, decorative brickwork, stone plinths, brick parapet, 1927, contributing, (altered: storefronts).
- 21 305 N. Alabama St., 1 story commercial building, brick and concrete with flat roof, stone trim, c. 1922, contributing.
- 22 311 N. Alabama St., 2 story commercial building (originally a house), gable roof, 1/4 circular vents, stone sills and lintels, segmental arch windows, c. 1875-85, contributing, (altered: front addition c. 1927).
- 23 333 N. Alabama St., 2 story commercial building, green and white corrugated steel over brick, terrazzo panels at ground floor, c. 1930, intrusion, (altered: steel panels, storefronts, terrazzo).
- 24 401-403 Massachusetts Ave., 3 story commercial brick/residential building, corbelled cornice, segmental arch windows, added bay windows, 1887, contributing, (altered: added projections, storefronts).
- 25 407-411 Massachusetts Ave., 3 story commercial/residential building, rusticated stone lintels, corbelling at cornice, c. 1887-1898, contributing, (altered: storefronts).
- 26 413 Massachusetts Ave., 2 story commercial building, painted brick with flat roof, stone sills, c. 1887-1898, contributing (altered: storefronts).
- 27 415 Massachusetts Ave., 2 story commercial building, Art Deco facade (added later) over brick, with glazed tile, foliage motif, cast iron columns, c. 1899-1908/c. 1920, contributing, (altered: Art Deco facade).
- 28 421-427 Massachusetts Ave., 3 story commercial/residential building, brick pilasters, plain stone capitals, stone lintels, keystones, mansard roof at ground level, c. 1899-1908, contributing, (altered: storefronts).
- 29 429 Massachusetts Ave., 2 story commercial building, brick pilasters, plain stone capitals, stone dentils, c. 1912, contributing, (altered: storefronts).

Building Inventory

Map #

- 30 431 Massachusetts Ave., 2 story commercial building, brick corbelling, segmental arch windows, c.1887-1898, contributing, (altered: storefronts).
- 31 435 Massachusetts Ave., 2 story commercial building, stuccoed brick with flat roof, metal awnings, c.1887-1898, contributing, (altered: facade awnings).
- 32 402-416 N. New Jersey St., 3 story residential building, smooth red brick stone pediment with cartouches, stone lintels, keystones, c.1902, contributing.
- 33 320 E. Vermont St., 3 story commercial/residential building, plain boxed cornice, rusticated stone lintels, c.1887-1898, contributing.
- 34 430 Massachusetts Ave., 6 story commercial/residential building, brick pilasters, stone capitals, swags, Chicago windows, c.1913, contributing, (altered: storefronts).
- 35 502-10 N. New Jersey St., 4 story Middle Eastern style private club, brick banding, turrets, circular windows, stone sills and windows, stained glass, roof cresting, 1909 and 1922, contributing.  
Addition: 2 story structure, flat roof, brick banding, large cornice, porte cochere, large mural, 1968, contributing.
- ~~36~~ 401-415 E. Michigan St., 3 story German Romanesque private club, brick and stone with hipped roof, rusticated stone foundation and round arch, stone pilasters with Ionic capitals, cupolas, turrets, stained glass, decorated gables, 1893 and 1897, contributing.
- 37 501 N. New Jersey St., one story commercial building, triangular plan, stucco, plain steel cornice, 1977, intrusion.
- 38 555 N. New Jersey St., 2 story governmental building, painted concrete blocks, pilotis, 1969, intrusion.
- 39 - 555 Massachusetts Ave., 21 story residential building, concrete and steel with lower-rise additions, 1968, intrusion.
- ~~40~~ 440 E. North St., 3 story residential building, stone round arch entryway, cartouches, stone pilasters, foliage motif, balustrade and pediments removed, 1904, contributing (altered: cornice removed, balustrade removed).  
Addition: 3 story residential building, Tudor arch entryway, decorated parapet, stone string course, stone sills, 1912, contributing.
- ~~41~~ 620 N. East St., 1 story commercial building, brick and stone, flat roof, 1950, intrusion.
- ~~42~~ 600-622 Massachusetts Ave., 3 story flatiron commercial/residential building, stone string course, brick pilasters, corner bow window projections, 1911, contributing, (altered: storefronts).

Building Inventory

Map #

- 43 625-631 N. East St., 1 story commercial building, crenellated parapet, decorative brick arches, 1929, contributing.
- 44 639 N. East St., 2½ story house, insulbrick over clapboard and brick, high gable roof, gable dormers, large porch with pediment and columns, 1896, contributing, (altered: insulbrick).
- 45 509-11 E. Walnut St., 2 story duplex, aluminum siding, one story porch, c.1895, contributing, (altered: aluminum siding).
- 46 517-521 E. Walnut St., 2 story commercial building, painted brick, stone sills, decorative recessed brick panels, 1910, contributing.
- 47 525 E. Walnut St., 2 story house, insulbrick with gable roof, flat window surrounds, decorative porch, 1900, contributing, (altered: insulbrick).
- 48 609-611 Massachusetts Ave., 2 story commercial building, metal panels over brick, segmental arch windows, c.1868-1870, contributing, (altered: metal panels).
- 49 613-615 Massachusetts Ave., 1 story commercial building, gable roof, metal panels over brick, shed added at rear, 1858, contributing, (altered: metal panels).
- 50 617-619 Massachusetts Ave., 1 story commercial building, crenellated parapet, stone trim, decorative brickwork, 1929, contributing, (altered: storefronts).
- 51 621-627 Massachusetts Ave., 1 story commercial building, residential style, stucco, shed dormer, 1926, contributing.
- 52 637 Massachusetts Ave., 1 story commercial building, painted concrete and brick, mansard roof, c.1950, intrusion.
- 53 653 Massachusetts Ave., 3½ story brick commercial building, circular vents, corbelled cornice, stone trim, cast iron columns, 1872, contributing, (altered: storefronts).
- 54 655 Massachusetts Ave., 2 story commercial building, painted brick with flat roof, cast iron columns, corbelled cornice, 1898, contributing, (altered: storefront).
- 55 608 N. Park Ave., 1 story commercial building, newer brick facade, segmental arch windows, c.1912, contributing, (altered: facade).
- 56 612 N. Park Ave., 1 story commercial building, segmental arch windows, glass bricks, c.1912, contributing, (altered: facade).
- 57 Addition to 612 N. Park: 1 story commercial building, flat roof, glass bricks, c. 1950, intrusion.
- 58 707-711 Massachusetts Ave., 3 story commercial building, stone arcade, decorative frieze panels, stone dentils and modillions, round arch lintels, keystones, 1874, contributing, (altered: storefronts).

## Building Inventory

Map #

- 59 713-715 Massachusetts Ave., 2½ story commercial building, cast iron columns, segmental stone windows lintels, circular windows, cornice removed, 1900, contributing, (altered: Storefront).
- 60 719-721 Massachusetts Ave., 2½ story commercial building, stone string course, segmental stone lintels, keystones, circular windows, dentils, modillions and brackets at cornice, 1874, contributing, (altered: storefronts).
- 61 723-729 Massachusetts Ave., 2 story commercial building, crenellated parapet with recessed cross design, large round arches, flat window surrounds, c. 1896, contributing.
- 62 731-733 Massachusetts Ave., 2 story commercial building, flank gable roof, paired brackets, segmental arch windows, round arches at storefront, c. 1865, contributing.
- 63 745-747 Massachusetts Ave., 1 story commercial building, painted brick, segmental arch windows, corbelled brick work, 1912, contributing.
- 64 765-771 Massachusetts Ave., 1 story commercial building, flat roof, glazed brick, 1929, contributing.
- 65 720 N. College Ave., 1 story commercial building, bricked-in segmental arch windows, newer brick facade, 1917, contributing.
- 66 706-710 Massachusetts Ave., 3 story commercial building, painted brick, cast iron Corinthian columns, stone arches, round arch windows, keystones, 1875, contributing.
- 67 712-716 Massachusetts Ave., 1 story commercial building, recessed panels with corbelled brickwork, large storefront windows, 1904, contributing.
- 68 709 N. Park Ave., 3 story residential building, insulbrick, bay windows, rusticated stone arch entryway, rusticated lintels, 1902, contributing.
- 69 748 Massachusetts Ave. and 633 E. St. Clair, 2 story fire station (now commercial), brick, gable roof, wood tracery, pediment, brackets, 1871, 1 story commercial building attached to front, c. 1945, stables built c. 1899-1908, contributing (altered: tower removed, additions at either end).
- 70 750 Massachusetts Ave. and 639 E. St. Clair St., 2 story commercial building formerly a stable, painted brick with flat roof, round arch windows, corbelling glass bricks, 1894, contributing, (altered: glass bricks).
- 71 735 N. College Ave., 1 story commercial building, brick with low roof, large brackets, pent roof over facade, 1913, contributing, (altered: storefronts).
- 72 739 N. College Ave., 1 story commercial building, brick with flat roof, plain parapet and cornice, c. 1913, contributing, (altered: storefronts).

Building Inventory

Map #

- 73 821 Massachusetts Ave., 2 story commercial building, stone pediment over door, modillions, alternating stone voussoirs, c. 1935, contributing, (altered: stucco).
74. 823 Massachusetts Ave., 2 story commercial buildings, brick with flat roof, plain parapet, 1922, contributing.
- 75 825 Massachusetts Ave., 2 story commercial building, irregular plan, stone sills, segmental arch windows, plain cornice, c. 1885, contributing.
- 76 845 Massachusetts Ave., 1 story commercial building, brick with flat roof, brick dividing piers, stone trim, plain cornice, c. 1927-1941, contributing.
- 77 863 Massachusetts Ave., 5 story brick governmental building, brick with flat roof, terra cotta trim, steel awnings, 1916, contributing, (altered: storefronts).
- 78 875-891 Massachusetts Ave., 1 story governmental building, brick over brick, steel awnings, plain steel cornice, no original features remain, c. 1924, intrusion.
- 79 858-868 Massachusetts Ave., 2 story industrial building (now institutional), Art Deco style, terra cotta tiles, foliage motif panels, 1931 and later additions, contributing, (altered: entryways).
- 80 870-888 Massachusetts Ave., 1 story commercial building, brick with simple Art Deco stone trim, large storefront windows, c. 1927-1941, contributing.
- 81 901 Massachusetts Ave., 1 story commercial building, glazed brick with flat roof, random coursed ashlar, glass brick, 1948, intrusion.
- 82 905 Massachusetts Ave., 1 story commercial building, rusticated ashlar, garage door, large storefront window, c. 1927-1941, intrusion.
- 83 911 Massachusetts Ave., 3 story commercial building, stone sills and lintels, decorated parapet, semi-circular arch windows, 1893, contributing.
- 84 918 Massachusetts Ave., 2 story commercial building, brick with flat roof, circular windows, segmental arch windows, c. 1887-1898, contributing, (altered: facade).
- 85 931 Bellefontaine, 2 story house, clapboard, board and batten at gable, aluminum awnings, brick porch addition, c. 1887-1898, contributing, (altered: awnings and porch).
- 86 935 Bellefontaine, 2 story house, brick with gable roof, segmental arch windows, small porch with decorative trim, circular vents, c. 1887-1898, contributing.

## 8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400–1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500–1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600–1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/ humanitarian
<input type="checkbox"/> 1700–1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input checked="" type="checkbox"/> theater
<input checked="" type="checkbox"/> 1800–1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900–	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input checked="" type="checkbox"/> other (specify) cultural
<input type="checkbox"/> invention				
<b>Specific dates</b>	N/A			
<b>Builder/Architect</b>	Various			

### Statement of Significance (~~Minimum paragraph~~)

The Massachusetts Avenue Commercial District is significant because its collection of surviving commercial buildings attest to what was once the most important secondary commercial market in Indianapolis. One of the original diagonals laid out in the Ralston plan of 1821, Massachusetts Avenue remains the best preserved of the radials, which all tended to accommodate commercial uses. Its low-rise, service-oriented character is reminiscent of the "Main Street" of any small Hoosier town. In fact, Massachusetts Avenue served the northeastern quadrant of Indianapolis as the center for commercial, cultural and employment activities.

The Massachusetts Avenue Commercial District is located in the northeast quadrant of the regional center of Indianapolis. The Avenue radiates at a 45° angle from Delaware Street on the southwest to Bellefontaine Street on the northeast. Originally, the Avenue was platted only to the boundaries of the Mile Square (East Street, in this instance). With the expansion of the city, however, the diagonal was extended well into the developing "suburbs." It is somewhat ironic that in the 1960's and 1970's, the District's boundaries were redefined inward by the erection of the Indiana National Bank Tower on what was originally the first block of the Avenue, and Interstate I-65 on the north at approximately 9th Street. These two construction projects offer powerful, visual barriers to demarcate the southern and northern extremes of the commercial district. As the commercial nature of the Avenue extends only a half block deep before intruding upon residential areas, this change of character provides the other distinguishing boundary.

Squares 1, 19, and 23 of the original 1821 plat included those portions of Massachusetts Avenue within the Mile Square. Outside the Mile Square outlots 42, 43, 44, 46, 47, 182 and 183 contain portions of the corridor. The squares were platted, generally, between 1849 and 1856. Square 19, which encompasses the 400 block, was originally set aside in the plat for "religious purposes." In the 1831 plat of the city this specific designation disappears. The outlots (blocks 500 through 900) were platted, generally, between 1856 and 1886. An exception is the Coca-Cola complex, part of which was laid out in 1942-43. Early platters included prominent men in Indianapolis' history, including Henry P. Coburn, who was instrumental in establishing the free school system in the city.

In its early history the Avenue contained a wide mixture of land uses, both residential and commercial, unimpeded by such things as zoning regulations. The Avenue began to develop as a commercial corridor in the 1860's, primarily because it was a heavily traveled route to the center of Indianapolis. With the establishment of the streetcar in the 1860's, the fate of the Avenue as a commercial and retailing center became solidified. According to Jacob Dunn, "...these (the diagonals) have all become popular thoroughfares and business streets; they have been adapted for streetcar lines and are real conveniences to the public." (Jacob Piatt Dunn, Greater Indianapolis. Volumes I and II, Chicago, Lewis Publishing Co., 1910). Indeed, during the early

## 9. Major Bibliographical References

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Please see continuation sheet

## 10. Geographical Data

Acreeage of nominated property Approximately 57 acres

Quadrangle name Indianapolis West

Quadrangle scale 1:24,000

UMT References

A 

1	6	5	7	2	4	5	0	4	4	0	2	4	9	0
Zone	Easting				Northing									

B 

1	6	5	7	2	4	5	0	4	4	0	2	7	7	0
Zone	Easting				Northing									

C 

1	6	5	7	3	3	6	0	4	4	0	3	5	5	0
Zone	Easting				Northing									

D 

1	6	5	7	3	5	2	0	4	4	0	3	5	5	0
Zone	Easting				Northing									

E 

1	6	5	7	3	6	6	0	4	4	0	3	3	9	0
Zone	Easting				Northing									

F 

1	6	5	7	2	6	6	0	4	4	0	2	4	8	0
Zone	Easting				Northing									

G 

Zone	Easting				Northing									

H 

Zone	Easting				Northing									

Verbal boundary description and justification

Please see Continuation Sheet #27

List all states and counties for properties overlapping state or county boundaries

state	N/A	code	county	code
state		code	county	code

state	code	county	code
state		code	code

## 11. Form Prepared By

name/title	Diana Elrod, Intern		
	Mary M. King, Project Director		
organization	Historic Landmarks Foundation of Indiana, 1028 N. Delaware Street	date	December, 1981
street & number	825 Massachusetts Avenue	telephone	317/638-5264
city or town	Indianapolis	state	Indiana

## 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national     state     local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature

*J. F. Coates*

title Indiana State Historic Preservation Officer

date October 19, 1982

For NPS use only

I hereby certify that this property is included in the National Register

Entered in the  
National Register

date

*12/2/82*

*Altona Bryan*  
Keeper of the National Register

Attest:

date

Chief of Registration



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20th Century Massachusetts Avenue was the most heavily travelled street in the city with seven important streetcar lines and five interurban lines transporting people from the populous northeast section of the city to downtown. Commercial enterprises sprang up, frequently in former residences. A remnant of that early generation of buildings can still be seen along the Avenue. The oldest structure standing is located at 613-615 Massachusetts Avenue, and is a former residence which was converted into a shop in the 1880's. The current facing of yellow enameled panels hides the original building from the street, but the gable roof and shed addition are apparent in the rear. Other early commercial buildings include the old Neerman Shoe Store at 731-733 Massachusetts Avenue, built about 1865 and 609-611 Massachusetts Avenue, probably built about 1868 and used as a saloon. Massachusetts Avenue continued to have mixed building uses until a wave of commercial construction began in the 1870's. This second generation of building reached a peak about 1910 but continued well into the 1930's. Most of the structures were built for speculative purposes, with businesses coming and going at a brisk rate.

Architecturally, the district is distinguished by the uniformity of the design of the commercial buildings. When taken as a whole the area reads as a typical Main Street, with consistent materials, styles and scale throughout. The buildings vary in width, but most are constructed of brick and stone, are between two and five stories tall and are of rather utilitarian design. Storefronts were built on the ground floor while apartments frequently occupied the remaining levels. When intact, the series of low rise buildings along the street created a wall of commercial structures that for the most part catered to the needs of the nearby local population. Flatiron buildings were fairly common throughout the district, due to the triangular parcels of land created by the intersection of the Massachusetts Avenue diagonal and normal grid patterned streets. One of the most architecturally important commercial buildings in the district is a flatiron structure. Located at the intersection of Delaware Street and Massachusetts Avenue, and serving as a gateway to the district, the Hammond Block, a National Register property, is an outstanding example of the commercial Italianate style. Rezin R. Hammond built the structure in 1874, but owned the building only a year before selling it to J. Swigart. Swigart, a physician and surgeon, used the building as an office and residence. By 1886, a saloon operated by John Whitson occupied the building. For five years, between 1886 and 1891, the Central College of Physicians and Surgeons utilized the upper floors. In more recent times, the Hammond Block has been known as Budnick's Trading Mart. In 1979 the building was purchased for renovation. It is now a prominent landmark in downtown Indianapolis and houses law and architectural offices.

Chatham Place Block, at Chatham Place, is another important commercial structure. Built as a speculative venture in 1875, it first housed a harness and saddle manufacturer. James King operated his business in one storefront until 1900, the longest commercial occupant of the building. A variety of other businesses, including a druggist, bicycle shop and cigar manufacturer have utilized the building.

More architecturally typical of the kinds of commercial buildings which sprang up along the Avenue are the buildings in the 400 block. The building at 421-447 Massachusetts Avenue, for example, is a three story structure, built c. 1900, with storefronts at street level and "flats" above. It is a brick building with stone detailing. A glance at the 1914 City Directory shows that in that year an electrical contractor and chandelier supplier, the Globe Soap Company and R.W. Magee Co., "Suppliers of Deformity Apparatus, Trusses and Artificial Limbs" were located within this building. Along the remainder of the block in 1914 would be found Edward Foster's saloon at 435; A. Van Treese & Co., wallpapers, at 433; V. C. Wolf's saloon at 413; H. A. Graffon's Printing Company at 411; Isaac Prince's Grocery at 407; and a millinery shop at 405. All the above

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reflect what was the typical pattern along the Avenue: small, single proprietor shops which serviced day to day needs. These shops also provided employment opportunities for the nearby Lockerbie Square and Chatham-Arch residents.

The tallest commercial building in the district is the Marott, at 340-358 Massachusetts Avenue. George J. Marott, a prominent local entrepreneur, built this structure in 1906 in an attempt to create a new retailing center along Massachusetts Avenue that could rival the downtown, based upon the heavy traffic which rolled by on the streetcar and interurban lines. The Marott Department Store is a five story structure, which at one time boasted the greatest expanse of display windows in the City. It was a complete department store offering a wide variety of goods. Unfortunately, Marott's experiment did not prove successful and he was forced to close the store in 1919. The building stood vacant much of the 1920's and 1930's. The federal government purchased the structure in 1935 and for several years it housed the U.S. Resettlement Administration and later the U.S. Farm Security Administration. More recently, Kelly's Bargaintown has occupied the ground floor while the remaining floors have stood unused. A "Chicago style" structure, the building remains essentially intact with the exception of the altered storefronts and the scars from the removal of the cornice. George J. Marott, who was already a successful merchant and owner of Marott Shoes, later turned his interests to the construction of the Marott Hotel at Meridian Street and Fall Creek Parkway.

Certainly the most striking commercial/industrial building in the district is the former Coca-Cola Bottling Company and subsequent additions. The main building was constructed in 1931 in an exuberant Art Deco style after the merger of the Yunker Bottling Works and the Coca-Cola Bottling Works in 1929. The plant was designed by Rubush and Hunter and construction by William P. Jungclaus Construction Company. Completed in 1932 at a cost of \$354,888, the original plant took up 165' of frontage on Massachusetts Avenue. The building was constructed of brick with glazed terra cotta facing. It featured extensive use of brass, marble and terrazzo on the interior. An elaborate neon sign featuring the familiar "Coke" bottle, rose from the point of the building at Massachusetts and Ashland Avenues. The company, under the direction of James S. Yunker, expanded rapidly and two successive additions to the main plant were required. The first addition was built in 1941 at a cost of \$280,718. The second addition, built in 1949-50 cost \$1,976,451. Additional garages were also constructed in 1938, 1941, and 1954. All of these additions were designed by Rubush and Hunter and built in the same style as the original. The complex is, therefore, a unified architectural work. The company eventually took up eight complete acres. In addition to the bottling plant, the buildings also housed executive offices and storage facilities. By 1954 this was the largest bottling plant in the world, turning out 2,352,000 bottles of Coca-Cola weekly and employing 260 persons. With increasing technology, and the arrival of the aluminum can, the bottling works here swiftly became obsolete. Within ten years after its peak of operation the bottling plant became outdated. In 1968 the Indianapolis Board of School Commissioners purchased the complex for their central kitchen facilities and storage space. Except for some bricked-in storefronts the building remains in excellent condition, although maintenance has been deferred in some instances. On the interior a minimum of alteration has occurred. Original ornamentation still exists. Only the manufacturing equipment has been removed. Spaces have been divided with easily removable partitions.

Other architecturally significant buildings in the district are not commercial structures, but cultural centers. The Murat Temple and the Athenaeum lie just off the Avenue and make a striking architectural contrast.

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The Murat Temple stands at the corner of Michigan and New Jersey Streets. Its distinctive Middle Eastern styling, complete with alternating colors of brick banding, turrets and stained glass make it a truly remarkable structure in downtown Indianapolis. An Oscar D. Bohlen design, the original temple was built by William P. Jungclaus Company in 1909. The building makes extensive use of terra cotta as decorative work on the exterior. Numerous stained glass windows--framed by pointed arches--turrets and a 208 foot tower add interest to the exterior. The building serves as the local headquarters for the Ancient Arabic Order, Nobles of the Mystic Shrine. Much research went into the design of the building. Arabian and Egyptian architectural elements were studied for guidance in the design. On the interior, brass and marble are used lavishly, and terrazzo floors contain mosaics of robed Arabians crossing the desert. For most of Indianapolis the most familiar aspect of the building is the 2,000 seat theatre. When it opened on February 28, 1910, the theatre was considered the most modern such facility in the region. The worst seat in the house offered an 82% view of the stage. Acoustics were considered of exceptional quality. As a Shubert-managed theater many prominent popular entertainers performed here, including Marie Dressler, the Marx Brothers, Fanny Brice and Eddie Cantor. The Indianapolis Symphony Orchestra called the theatre home for 30 years before the construction of Clowes Hall. More recently, the fledgling Indianapolis Opera Company has been utilizing this fine space. As memberships grew, the need for additional space was realized. An addition was designed by Rubush and Hunter and constructed in 1922. The addition carried through many of the design schemes of the original building. It contained lounges, office space and the Egyptian Room, with its King Tut motif. A third addition was built in 1968 and bears little resemblance to the other two buildings. A large mural of three Arabians crossing the desert attempts to tie this newest addition to the older buildings.

The Athenaeum lies almost directly across the street, at 401 East Michigan Street. Originally known as Das Deutsche Haus, the Athenaeum, a Turnverein, was the center of social and cultural life for the large German population which settled in Indianapolis. Bernard Vonnegut, himself a member of one of the city's leading German families, designed both sections of the Athenaeum. The German Romanesque section to the east was constructed in 1893. The Renaissance inspired western section followed in 1897.

The Socialer Turnverein Society was formed in 1851 in Cincinnati for the purpose of promoting physical activities and endeavors through gymnastics, music and other forms of recreation; and to encourage the practice of the German language and customs in this country. In Indianapolis the Turnverein was begun by five prominent German-Americans: Hermann Lieber, Albrecht Kipp, William Haueisen, Henry Schnull and Clemens Vonnegut, Jr., in 1893. Many Turners held prominent positions in Indianapolis affairs. In 1907 the Normal College of the American Gymnastics Union was added to the activities offered at Das Deutsche Haus. Normal College is the oldest college of physical education in the United States.

As immediate German immigrants gave way to successive generations of American-born members, the emphasis on the continuation of German language and customs also waned. With America's involvement in World War I, a strong anti-Germanic fervor gripped the country. Locally, street names were changed and German ceased to be taught in the public schools, where it was once a required subject. The members of Das Deutsche Haus, sensitive to the prevailing attitudes, in some instances Anglicized their own names and also changed the name of the club to the Athenaeum. The keystone over the main entry was removed, turned around and re-inscribed with this new, Greek name. As years have passed membership has diminished and maintenance on the building has been deferred. However, people living nearby are once again becoming involved in the affairs of the old club.

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The Athenaeum was placed on the National Register of Historic Places in 1972. Currently, a study is in progress to determine a phased approach to maintenance and renovation of the building.

The oldest standing fire station in Indianapolis is located at 748 Massachusetts Avenue and 633 East St. Clair Street. The old Station No. 2 was in continuous operation until the 1930's when a new building was constructed on 11th Street. The station, renumbered Station No. 8, is now missing its three story tower and in the 1940's an unsympathetic one story addition was attached to the Massachusetts Avenue elevation. In the rear, along St. Clair Street are two sets of stables. The station was included in the Chatham-Arch Historic District and was placed on the National Register as part of that district in 1980.

The majority of apartment buildings or "flats" in the district were built to house transient residents. Most units consisted of sleeping rooms which rented on a weekly basis. The Argyle, at 600-622 Massachusetts Avenue is typical of these apartment buildings. Built in 1911 by John S. Spann, the Argyle originally contained 90 sleeping rooms above the approximately ten storefronts. Remodeled in recent years, the building now contains 46 units.

The history of the commercial activity along Massachusetts Avenue indicates that most of the shops were relatively short-lived. Exceptions to this rule included the Christian Neerman Shoe Store, at 731-33 Massachusetts Avenue, which operated here from 1865 to 1928. The Budnick Trading Mart spent forty years in the Hammond Block. Two of the oldest family-run businesses in the city still exist along the Avenue. Stout's Shoes at 318-336 Massachusetts Avenue, and Jungclaus-Campbell Co., Inc., at 825 Massachusetts Avenue, have a combined history of 179 years of service along the Corridor.

Few Indianapolis residents are unaware of Stout's Shoes. Several generations of locals have had their first shoes bought here. The Stout Brothers, Harry and Edward, began what was to become a very profitable business venture in 1888. Their business was based upon what was then a novel approach--the mass merchandising principle. The Stout's bought in volume and sold at a marginal profit. The building they occupied from the beginning was known as Wright's Block, built as a speculative project by Arthur A. Wright, a real estate agent, in 1872. By 1896 the Stout's success was entrenched so that they were able to purchase the Wright's Block from Henry D. Pierce. The building itself has a great deal of interest. One of the last existing change railways in the city remains in use at Stout's, transferring merchandise and money from the selling floor to the mezzanine and back again. Other storefronts in this unusually long structure have been leased out for restaurants, floral shops, furriers, cleaners, etc. through the years. The second story has been used to house sleeping rooms. Recently, the upper floor has been cleaned and tuckpointed and the cornice has been painted. Next door, at 314-316, the original storefront has been restored and the building has been repainted.

At one time a large community of Chinese operated businesses along Massachusetts Avenue, including restaurants and hand laundries. A painted advertisement for a Chinese laundry still exists in the 700 block. As recently as 1980 it was not uncommon to see older Chinese gentlemen frequenting the Chinese Club, which was located over Stout's.

The Jungclaus-Campbell Construction Company, at 825 Massachusetts Avenue, got its start in 1895 when William P. Jungclaus split from a partnership with John Schumacher to form the Wm. P. Jungclaus Company. A builder of all types of structures--residential, office, public and industrial--Jungclaus was responsible for building such important Indianapolis landmarks as the former English Hotel and Theatre, the Murat Temple, the Real Silk Hosiery Mills, Coca-Cola Bottling Company, Merchants National Bank, the Circle Tower Building, the Columbia Club and several public schools. The Jungclaus complex

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includes several buildings which house offices, a planing mill, warehouse and storage space.

In summary, Massachusetts Avenue is significant on a commercial basis by virtue of its history as an important secondary retailing district and service center for the nearby residential areas. It is architecturally significant on two levels. The homogenous design and setting of the buildings create an atmosphere that contributes to a sense of time (1900) and place (a Midwestern town). On another level the individually architecturally significant buildings are among the most outstanding in the city. The Murat Temple, the Athenaeum, the Hammond Block and the old Coca-Cola Bottling Company help give the district a visual vitality. After years of neglect and abuse the Avenue is experiencing the beginning of revitalization. Once again it should serve as a commercial service center for the surrounding historic districts where renovation activity is increasingly occurring.

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Oral interviews were conducted with the following: Nolan Allen, William Campbell, Mary Elizabeth Emery, Frank Holland, Larry Justice, Shubrick Kothe, Tim Peterson, Doris Price, and Harry Stout.

Photos: Special thanks to Tim Peterson at the Indiana Historical Society, Jungclaus-Campbell Construction Co., Inc., and Bass Photo Co., Inc. for providing some of the historical photographs for this nomination.

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

**National Register of Historic Places  
Inventory—Nomination Form**

For NPS use only

received OCT 27 1982

date entered

Massachusetts Avenue

Continuation sheet Commercial District

Item number 10

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Beginning at the southwest corner of the traffic island at the intersection of East New York Street and North Delaware Street, proceed north along the east curblineline of Delaware Street to the south curblineline of East Vermont Street, turning east and proceeding to a point due south of the east curblineline of Hudson Street. Proceed north to the north property line of 426 North Alabama Street (17), turning east and proceeding to the east curblineline of Alabama Street. Turning north, proceed to the intersection of Alabama and East Michigan Streets and follow the south curblineline of Michigan Street eastward to the west property line ext. of 502-510 North New Jersey Street (35), turning north and proceeding to the north property line of 502-510 North New Jersey Street. Excluding the parking lot, proceed east to the east curblineline of New Jersey Street, turning north and proceeding to the intersection of New Jersey and East North Streets.

At this point, follow the south curblineline of North Street eastward to Cleveland Street, turning north and following the east curblineline of Cleveland Street to the north property line of 620 North East Street (41). Then proceed east to the east curblineline of East Street, turning north and proceeding to the intersection of East and East Walnut Streets. From this point, proceed east, following the south curblineline of Walnut Street to North Park Avenue, turning north and following the east curblineline of Park Avenue to the north property line of 709 North Park Avenue (68). Then proceed east to the north curblineline of Massachusetts Avenue, turning northeast and proceeding to the west property line of 633 East Saint Clair Street (69), turning north and proceeding to the south curblineline of Saint Clair Street. Proceed east to the intersection of North College Avenue, Saint Clair Street, and Massachusetts Avenue.

At this point, turn northeast and follow the north curblineline of Massachusetts Avenue to the east curblineline of Edison Avenue. Turning north, proceed to the south curblineline of East Ninth Street. Proceed east from this point to Carrollton Avenue, then turn north and proceed along the east curblineline of Carrollton Avenue to the property line of 901 Carrollton Avenue. Then proceed east, crossing Bellefontaine Street and then following the north property line of 935 Bellefontaine to the west boundary of the Interstate 65 right-of-way.

At this point, proceed south along the west boundary of the Interstate 65 right-of-way to the rear property line of 905 Massachusetts Avenue (82), turning southwest, crossing North Davidson Street and following the rear property line of 875 Massachusetts Avenue (78), to a point due north of the most easterly portion of the building at 863 Massachusetts Avenue (77). Proceed south to the most southerly portion of the building at 863 Massachusetts Avenue, turning west and proceeding to a point due north of the most easterly portion of a building at 825 Massachusetts Avenue (75). From this point, proceed south to the north curblineline of Fowler Street, turning west and proceeding to the second alley. Then proceed south along the west curblineline of the alley to the north curblineline of Saint Clair Street, turning west and proceeding to a point due north of the east property line of 735 North College Avenue (71). Turning south, proceed to the north curblineline of Walnut Street and then proceed west to the west curblineline of College Avenue.



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

**National Register of Historic Places  
Inventory—Nomination Form**

Massachusetts Avenue

Continuation sheet Commercial District

Item number 10, continued

Page 28

For NPS use only

received

OCT 27 1982

date entered

From this point, turn south and proceed to the north curbline of the alley at 710 North College Avenue. Then proceed west to the rear property line of 707 Massachusetts Avenue (58), turning south and following the west curbline of the alley to the north curbline of Walnut Street. Turning west, proceed to the west curbline of Park Avenue. Then proceed south to the south property line of 608 North Park Avenue (55), turning west and proceeding to a point due north of the west curbline of Leon Street. From this point, proceed south to the intersection of Michigan and Leon Streets, turning west and following the north curbline of Michigan Street to a point due north of the west curbline of Cleveland Street. Proceed south to the first alley, turning west and following the north curbline of the alley to the west curbline of New Jersey Street.

At this point, turn south and proceed to the intersection of Vermont and New Jersey Streets, turning west and following the north curbline of Vermont Street to a point due north of the west curbline of North Ogden Street. Proceed south to the intersection of Ogden and New York Streets and follow the north curbline of New York Street westward to the point of origin.



400 - 300 Blocks Massachusetts Avenue  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana

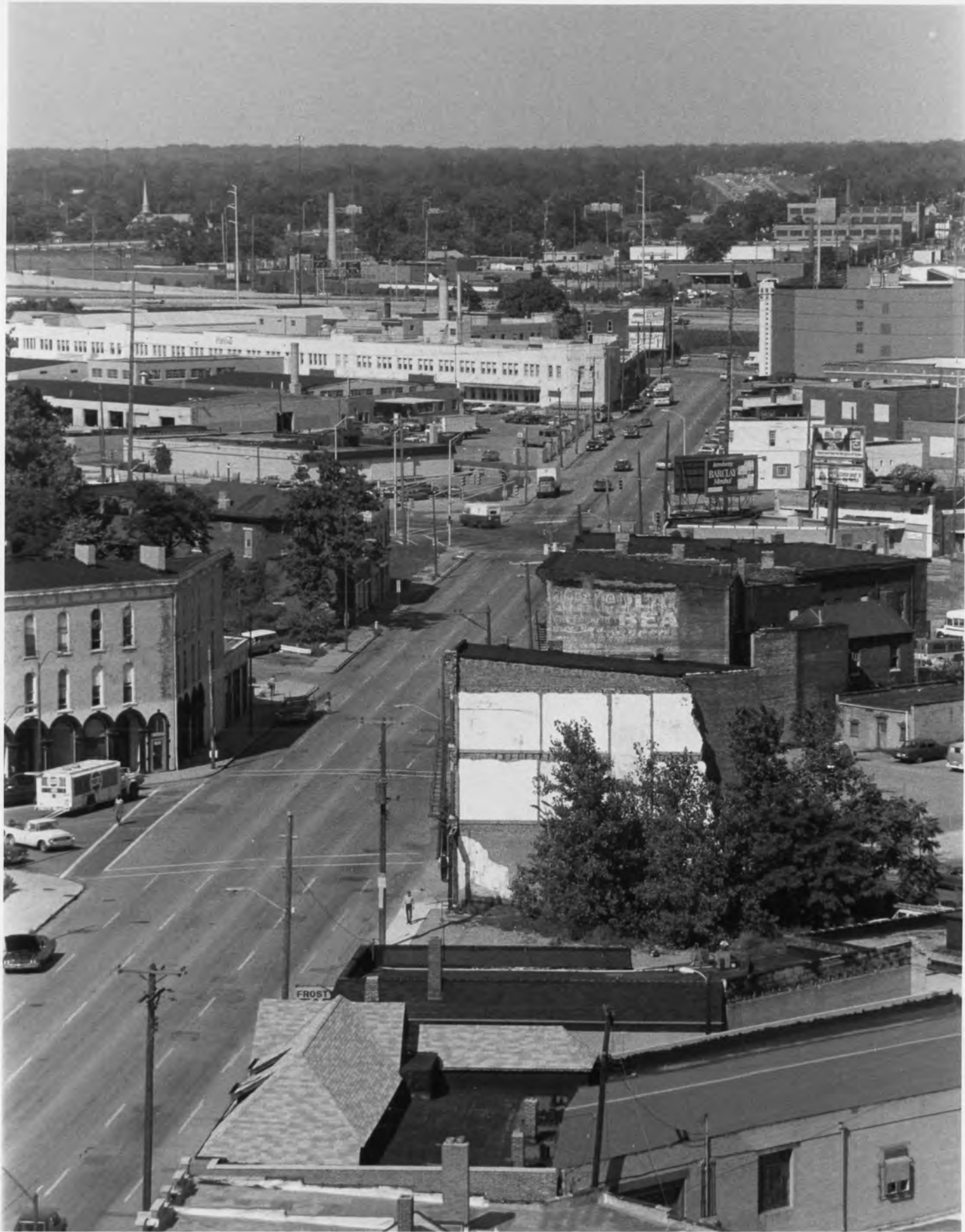
Photographer: Diana Elrod

Date: Summer, 1981

Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Looking southwest from John J. Barton Apts.,  
555 Massachusetts Avenue

Photo #1 of 61



600 - 900 Blocks Massachusetts Avenue  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana  
Photographer: Diana Elrod  
Date: Summer, 1981  
Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House  
View: Looking northeast from John J. Barton Apts.,  
555 Massachusetts Avenue  
Photo #2 of 61



300 Block Massachusetts Avenue  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative filed: Historic Landmarks Foundation of  
Indiana

View: Looking northeast

Photo #3





300 Block Massachusetts Avenue  
Massachusetts Avenue Historic District  
Indianapolis, Indiana

Photographer: unknown

Date: c.1910-1920

Negative filed: Unknown: original print property of  
Harry Stout: copy of negative at Historic  
Landmarks Foundation of Indiana - Kemper House

View: Looking northeast

Photo #4



300 Block Massachusetts Avenue  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana  
Photographer: Diana Elrod  
Date: Summer, 1981  
Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House  
View: Looking southwest  
Photo #5



400 Block Massachusetts Avenue/400 Block East Vermont St.  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Looking northeast along Massachusetts Avenue (left)  
and east along Vermont Street (right)

Photo #6



400 Block Massachusetts Avenue (north side)

Massachusetts Avenue Commercial District

Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Looking northeast to Murat Temple

Photo #7





500 Block Massachusetts Avenue  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana  
Photographer: Diana Elrod  
Date: Summer, 1981  
Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House  
View: Looking north  
Photo #8



PYRAMID  
BAR & LOUNGE

PY  
MID  
E  
R  
LO  
UN  
GE

LOCKY  
AND  
SONS

WALKER

WALKER

700 Block Massachusetts Avenue  
Massachusetts Avenue Historic District  
Indianapolis, Indiana  
Photographer: Diana Elrod  
Date: Summer, 1981  
Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House  
View: Looking southwest  
Photo #9



600-700 Block Massachusetts Avenue  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana  
Photographer: Diana Elrod  
Date: Summer, 1981  
Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House  
View: Looking northeast  
Photo #10



800 Block Massachusetts Avenue  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana  
Photographer: Diana Elrod  
Date: Summer, 1981  
Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House  
View: Looking northeast  
Photo #11





800 - 900 Blocks Massachusetts Avenue  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana  
Photographer: Diana Elrod  
Date: Summer, 1981  
Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House  
View: Looking northeast  
Photo #12



Indianapolis  
Stage Sales  
Rentals Inc.



FINE FOODS *Around The Corner Grille* BEER - LIQUOR

CORNER  
BAR

900 Block Massachusetts Avenue  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Looking northeast

Photo #13



Money-savers. Plain & simple.

Big Apple goes  
bananas over  
Kent III taste!



NO  
STOPPING  
OR  
STANDING  
TOW-IN-ZONE



900 Block Bellefontaine Street  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana  
Photographer: Diana Elrod  
Date: Summer, 1981  
Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House  
View: Looking south  
Photo #14



Stout's

QUALITY FOOTWEAR FOR THE FAMILY

STOUT'S  
FACTORY TO YOU  
SHOES  
OF THE ESTERED FAMILY

Stout's

PEPSI  
TED & MARGE'S  
CAFETERIA

Kelly's BARGAIN TIME  
OPEN SUNDAY  
312 MASS. AV.  
PEPSI

Stout's Shoes (formerly Wright's Block)  
318-336 Massachusetts Avenue  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana  
Photographer: Diana Elrod  
Date: Summer, 1981  
Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House  
View: Looking northeast (main elevation)  
Map #7/Photo #15





Exterior Detail - Stout's Shoes  
(formerly Wright's Block)

318-336 Massachusetts Avenue

Massachusetts Avenue Commercial District

Indianapolis, Indiana

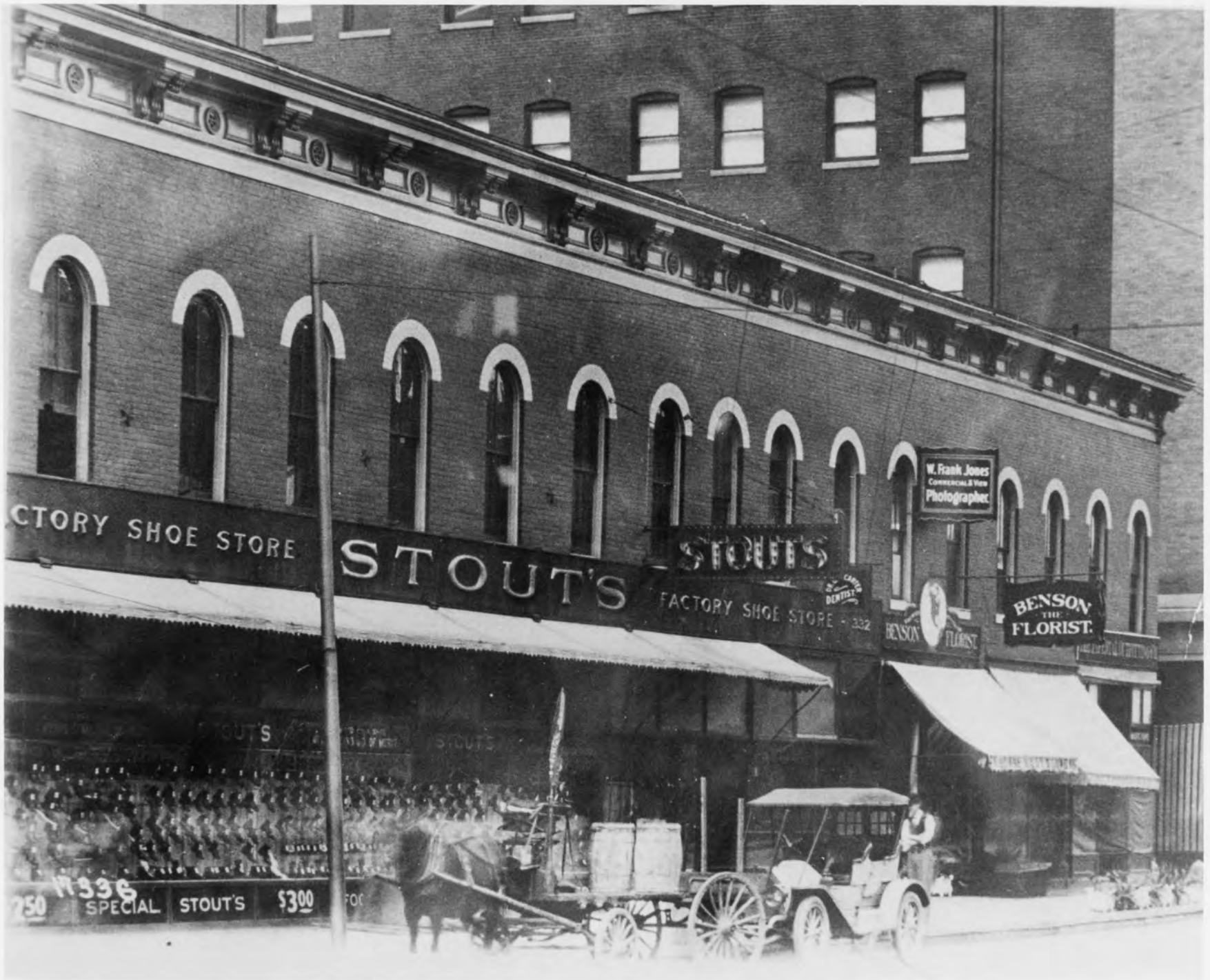
Photographer: Diana Elrod

Date: Summer, 1981

Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Three easternmost bays, second story

Map #7/Photo #16



FACTORY SHOE STORE

STOUT'S

FACTORY SHOE STORE - 332

W. Frank Jones  
Commercial & View  
Photographer

BENSON  
THE  
FLORIST

750 1336 SPECIAL STOUT'S \$300

Stout's Shoes

(formerly Wright's Block)

318-336 Massachusetts Avenue

Massachusetts Avenue Commercial District

Indianapolis, Indiana

Photographer: Bass Photo Co., Inc.

Date: c. 1915

Negative filed: Bass Photo Co., Inc. and Historic

Landmarks Foundation of Indiana - Kemper House

View: Looking northeast

Map #7/Photo #17



**PARKING**  
*IN REAR*  
**ENTRANCE**  
319 N. DELAWARE

*NO Refund*  
*Exchange*  
**LADIES BOOTS**  
*Put in Layaway*

**PACKAGE  
and LAY-AWAY  
STATION**  
WE ARE NOT RESPONSIBLE FOR  
YOUR CHANGE AFTER LEAVING STATION

A SERVICE CHARGE  
WILL BE MADE FOR  
LAYAWAY  
FOR A

Interior - Stout's Shoes  
(formerly Wright's Block)

318-336 Massachusetts Avenue

Massachusetts Avenue Commercial District

Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Check-out counter/change railway

Map #7/Photo #18



Interior - Stout's Shoes  
(formerly Wright's Block)  
318-336 Massachusetts Avenue  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana  
Photographer: Diana Elrod  
Date: Summer, 1981  
Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House  
View: Mezzanine/change railway  
Map #7/Photo #19



**COVERALL**  
TEMPORARY HELP

OLI'S LUNCH  
Coca-Cola  
OLI'S LUNCH

OLI'S LUNCH  
SANDWICHES



The Oxford

407-411 Massachusetts Avenue

Massachusetts Avenue Commercial District

Indianapolis, Indiana

Photographer: Diana Elrod

Date: 1981

Negative filed: Historic Landmarks Foundation of

Indiana - Kemper House

View: Main elevation

Map #25/Photo #20



LOUIE'S BAR  
PACKAGE GOODS  
Coca-Cola

PACKAGE  
GOODS  
Coca-Cola

PACKAGE  
GOODS  
Coca-Cola

Knauf Block

707-711 Massachusetts Avenue

Massachusetts Avenue Commercial District

Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Main facade

Map #58/Photo #21



COOMER ROOFING CO.

721

LUCKY-FIND MARKET

LUCKY-FIND MATCHES

COOMER ROOFING CO. WAREHOUSE 717 MASS. AVE.

COOMER ROOFING COMPANY 636-7261

Open 25-YRS OF EXPERIENCE 636-7261

ROOFING BUILT-UP TAR-GRAVEL SHINGLES DOWNSPOUTS

COOMER ROOFING COMPANY'S OFFICE

Beck Block

719-21 Massachusetts Avenue

Massachusetts Avenue Commercial District

Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Main facade

Map #60/Photo #22



Chatham Place Block  
706-710 Massachusetts Avenue (also 602-608 E. Walnut St)  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana  
Photographer: Diana Elrod  
Date: Summer, 1981  
Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House  
View: Looking north at main facades  
Map #66/Photo #23





Hammond Block  
301 Massachusetts Avenue  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana  
Photographer: Diana Elrod  
Date: Summer, 1981  
Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House  
View: Looking northeast  
Map #1/Photo #24



The Argyle

600-622 Massachusetts Avenue

Massachusetts Avenue Commercial District

Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Looking northeast

Map #42/Photo #25



The Argyle

600-622 Massachusetts Avenue

Massachusetts Avenue Historic District

Indianapolis, Indiana

Photographer: unknown

Date: c. 1925

Negative filed: Indiana Historical Society/and  
Historic Landmarks Foundation of Indiana - Kemper  
House

View: Looking northeast

Map #42/Photo #26



The Athenaeum (Formerly Das Deutsche Haus)  
401-415 East Michigan Street  
Massachusetts Avenue Historic District  
Indianapolis, Indiana  
Photographer: Diana Elrod  
Date: Summer, 1981  
Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House  
View: Looking southwest  
Map #36/Photo #27





The Athenaeum (formerly Das Deutsche Haus)  
401-415 East Michigan Street  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana  
Photographer: unknown  
Date: unknown  
Negative filed: Indiana Historic Society and Historic  
Landmarks Foundation of Indiana - Kemper House  
View: Looking southeast  
Map #36/Photo #28



RESERVED  
PARKING  
ALL DAY  
MAY 1965

ONE  
WAY  
→

NO  
PARKING  
8

The Athenaeum (formerly Das Deutsche Haus)  
401-415 East Michigan Street  
Massachusetts Avenue Historic District  
Indianapolis, Indiana  
Photographer: Diana Elrod  
Date: Summer, 1981  
Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House  
View: German Romanesque section (1893)  
Map #36/Photo #29



The Athenaeum (formerly Das Deutsche Haus)  
401-415 East Michigan Street  
Massachusetts Avenue Historic District  
Indianapolis, Indiana  
Photographer: Diana Elrod  
Date: Summer, 1981  
Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House  
View: Main facade, Renaissance Addition (1897)  
Map #36/Photo #30



Interior Detail - The Athenaeum (formerly Das Deutsche Haus)

401-415 East Michigan Street

Massachusetts Avenue Commercial District

Indianapolis, Indiana

Photographer: Amy Lou Owens

Date: 1891

Negative filed: Amy Lou Owens

View: Winter Beer Garden

Map #36/Photo #31





Interior Detail - The Athenaeum (formerly Das Deutsche Haus)

401-415 East Michigan Street

Massachusetts Avenue Historic District

Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Grand staircase

Map #36/Photo #32



The Murat Temple  
502-10 Massachusetts Avenue  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana  
Photographer: Diana Elrod  
Date: Summer, 1981  
Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House  
View: Michigan Street elevation  
Map #35/Photo #33



The Murat Temple

502-10 North New Jersey Street

Massachusetts Avenue Commercial District

Indianapolis, Indiana

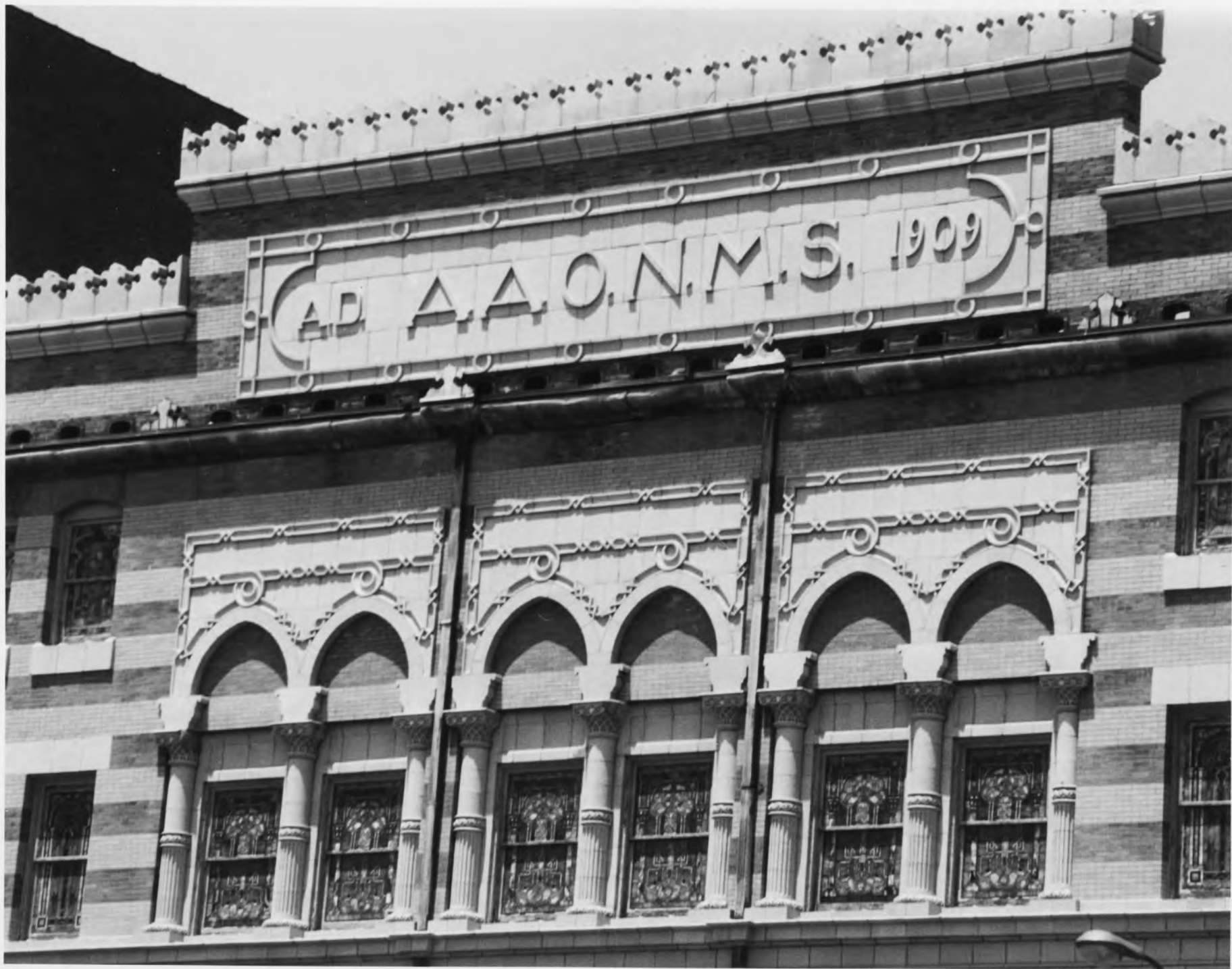
Photographer: Diana Elrod

Date: Summer, 1981

Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House

View: New Jersey Street elevation (looking west)

Map #35/Photo #34



Exterior Detail - Murat Temple  
502-10 North New Jersey Street  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana  
Photographer: Diana Elrod  
Date: Summer, 1981  
Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House  
View: Tablet on Michigan Street elevation  
Map #35/Photo #35





Service Center Indianapolis Public Schools  
(Formerly Coca-Cola Bottling Company)

858-868 Massachusetts Avenue

901 N. Carrollton Avenue

Massachusetts Avenue Commercial District

Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative on file: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Looking northeast

Map #79, Photo #36



Service Center Indianapolis Public Schools  
(formerly Coca-Cola Bottling Company)  
858-868 Massachusetts Avenue

901 Carrolton Avenue

Massachusetts Avenue Historic District

Indianapolis, Indiana

Photographer: Bass Photo Co., Inc.

Date: 1950

Negative filed: Bass Photo Co., Inc. (original),  
Historic Landmarks Foundation of Indiana - Kemper  
House (copy)

View: Looking northeast

Map #79/Photo #37



Service Center Indianapolis Public Schools

(Formerly Coca-Cola Bottling Company)

858-868 Massachusetts Avenue

901 Carrolton Avenue

Massachusetts Avenue Commercial District

Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative on file: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Carrolton Avenue facade

Map #79/Photo #38



Service Center Indianapolis Public Schools  
(formerly Coca-Cola Bottling Company)  
858-868 Massachusetts Avenue  
901 N. Carrolton Avenue  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana

Photographer: Bass Photo Co., Inc.

Date: 1935

Negative filed: Bass Photo Co., Inc. (original),  
Historic Landmarks Foundation of Indiana - Kemper  
House (copy)

View: Truck docking area - looking south

Map #79/Photo #39





Exterior Detail - Service Center Indianapolis Public  
Schools

(Formerly Coca-Cola Bottling Company)

858-868 Massachusetts Avenue

901 Carrolton Avenue

Massachusetts Avenue Commercial District

Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative on file: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Coca-Cola logo

Map #79/Photo #40



Exterior Detail - Service Center Indianapolis Public  
Schools

(Formerly Coca-Cola Bottling Company)

858-868 Massachusetts Avenue

901 Carrolton Avenue

Massachusetts Avenue Commercial District

Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative on file: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Terra cotta panel

Map #79/Photo #41



Exterior Detail - Service Center Indianapolis Public  
Schools

(Formerly Coca-Cola Bottling Company)

858-868 Massachusetts Avenue

901 Carrolton Avenue

Massachusetts Avenue Commercial District

Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative on file: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Terra cotta panels

Map #79/Photo #42



Entry - Service Center Indianapolis Public Schools  
(Formerly Coca-Cola Bottling Company)  
858-868 Massachusetts Avenue  
901 Carrolton Avenue  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana  
Photographer: Diana Elrod  
Date: Summer, 1981  
Negative on file: Historic Landmarks Foundation of  
Indiana - Kemper House  
View: Entry off of Massachusetts Avenue

~~MAP #79/Photo #43~~

MAP #79/Photo #43





Service Center Indianapolis Public Schools  
(formerly Coca-Cola Bottling Company)

858-868 Massachusetts Avenue

901 Carrolton Avenue

Massachusetts Avenue Historic District

Indianapolis, Indiana

Photographer: Diana Elrod

Date: 1981

Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Interior Double doors

Map #79/Photo #44



Service Center Indianapolis Public Schools  
(formerly Coca-Cola Bottling Company)

858-868 Massachusetts Avenue

901 N. Carrolton Avenue

Massachusetts Avenue Commercial District

Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Interior mosaic/ceramic work

Map #79/Photo # 45



Interior Detail - Service Center Indianapolis Public  
Schools (formerly Coca-Cola Bottling Company)

858-868 Massachusetts Avenue

901 Carrolton Avenue

Massachusetts Avenue Historic District

Indianapolis, Indiana

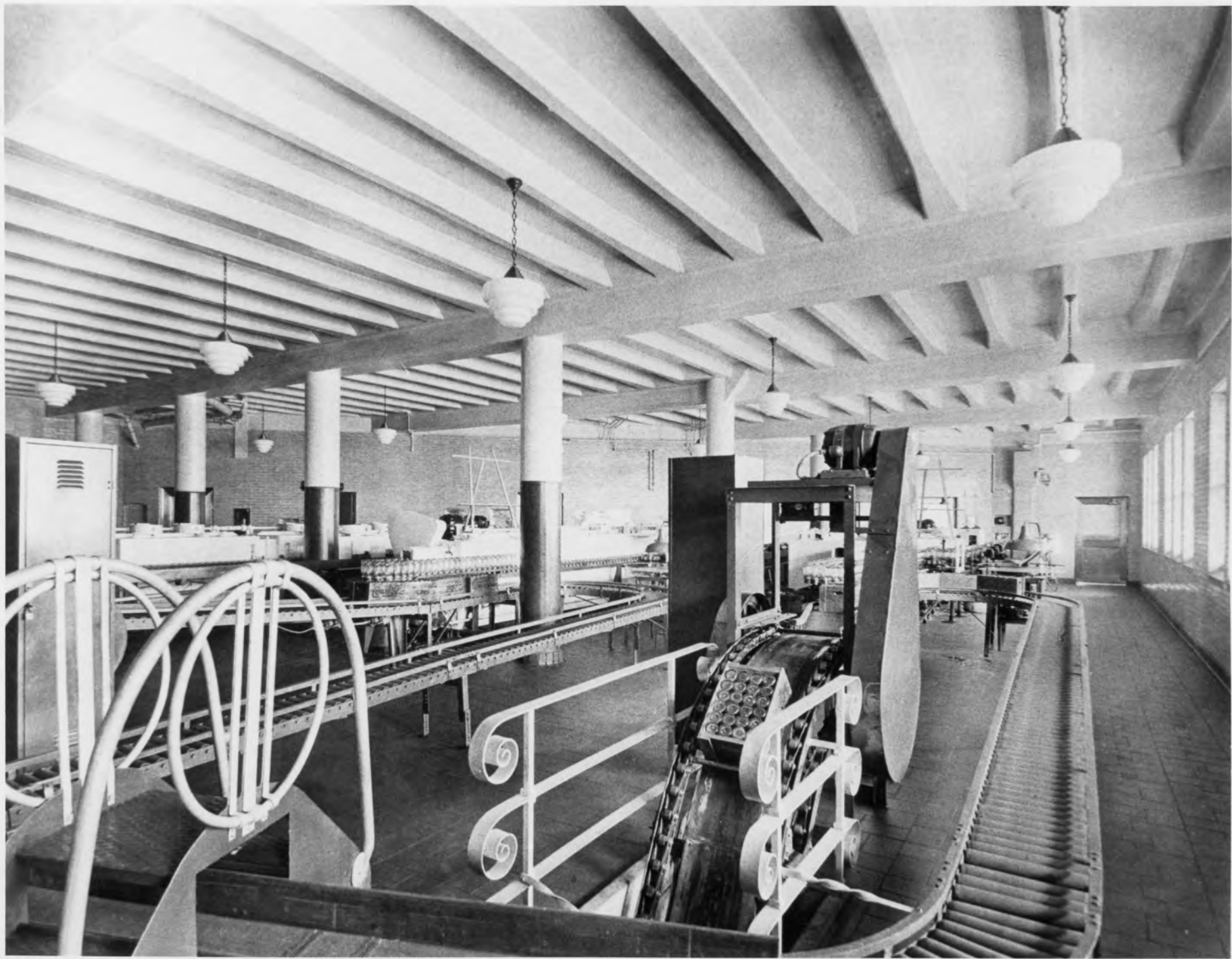
Photographer: Bass Photo Co., Inc.

Date: c.1940

Negative filed: Bass Photo Co., Inc. (original),  
Historic Landmarks Foundation of Indiana - Kemper  
House (copy)

View: Terrace Area

Map #79/Photo #46



Service Center Indianapolis Public Schools

(formerly Coca-Cola Bottling Company)

858-868 Massachusetts Avenue

901 Carrolton Avenue

Massachusetts Avenue Commercial District

Indianapolis, Indiana

Photographer: Bass Photo Company, Inc.

Date: 1940

Negative filed: Bass Photo Co., Inc., Historic

Landmarks Foundation of Indiana - Kemper House

View: Bottling plant

Map #79/Photo #47





Service Center Indianapolis Public Schools  
(formerly Coca-Cola Bottling Company)

858-868 Massachusetts Avenue

901 Carrolton Avenue

Massachusetts Avenue Commercial District

Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Interior safe

Map #79/Photo #48



Interior Detail - Service Center Indianapolis  
Public Schools

(Formerly Coca-Cola Bottling Company)

858-868 Massachusetts Avenue

901 Carrollton Avenue

Massachusetts Avenue Commercial District

Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Ceiling medallion - main lobby

Map #79/Photo #49



Interior Detail - Service Center Indianapolis Public  
Schools (Formerly Coca-Cola Bottling Company)

858-868 Massachusetts Avenue

901 Carrolton Avenue

Massachusetts Avenue Historic District

Indianapolis, Indiana

Photographer: Bass Photo Co., Inc.

Date: c.1940

Negative filed: Bass Photo Co., Inc. (original),  
Historic Landmarks Foundation of Indiana - Kemper  
House (copy)

View: Corporate office

Map #79/Photo #50



Interior Detail - Service Center Indianapolis Public  
Schools (formerly Coca-Cola Bottling Company)

858-868 Massachusetts Avenue

901 Carrolton Avenue

Massachusetts Avenue Historic District

Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Receiving Area

Map #79/Photo #51





Old Fire Station No. 2

748 Massachusetts Avenue/633 E. St. Clair Streets  
Massachusetts Avenue Commercial District

Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Massachusetts Avenue elevation

Map #69/Photo #52



**CUSTOM COATING INC.**

Old Fire Station No. 2  
748 Massachusetts Avenue/633 E. St. Clair Street  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana  
Photographer: Diana Elrod  
Date: Summer, 1981  
Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House  
View: E. St. Clair Street elevation  
Map #69/Photo #53



The Richelieu  
440 East North Street  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana  
Photographer: Diana Elrod  
Date: Summer, 1981  
Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House  
View: Looking west  
Map #40/Photo #54



WISHING WELL  
ENTERTAINMENT  
*GO-GO GIRLS*

BROTHER JUNIPER'S  
RESTAURANT

Massala Building (formerly Baker Apartments) 1904-5

335-45 Massachusetts Avenue

Massachusetts Avenue Commercial District

Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Main facade

Map #2/Photo #55





935 Bellefontaine Street

Massachusetts Avenue Commercial District

Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Looking east

Map #86/Photo #56



John J. Barton Apartments

555 Massachusetts Avenue

Massachusetts Avenue Commercial District

Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Looking east

Map #39/Photo #57



FROSTY  
TAP

LARRY-VICKI'S  
TAP

P-RKING  
• IN LOT •

The Frosty Tap

637 Massachusetts Avenue

Massachusetts Avenue Commercial District

Indianapolis, Indiana

Photographer: Diana Elrod

Date: Summer, 1981

Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Main elevation

Map #52/Photo #58



FINE FOODS

*Around The Corner Grille*

BEER - LIQUOR

AROUND THE  
CORNER GRILLE

TAVERN  
& GROCERIES

Around the Corner Grille  
901 Massachusetts Avenue  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana  
Photographer: Diana Elrod  
Date: Summer, 1981  
Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House  
View: Looking southeast  
Map # 81/Photo #59





Christian F.G. Meyer Building  
314-316 Massachusetts Avenue  
Massachusetts Avenue Commercial District  
Indianapolis, Indiana  
Photographer: Diana Elrod  
Date: Summer, 1981  
Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House  
View: Main facade  
Map #6/Photo #60 of 61



911 Massachusetts Avenue

Massachusetts Avenue Commercial District

Indianapolis, Indiana

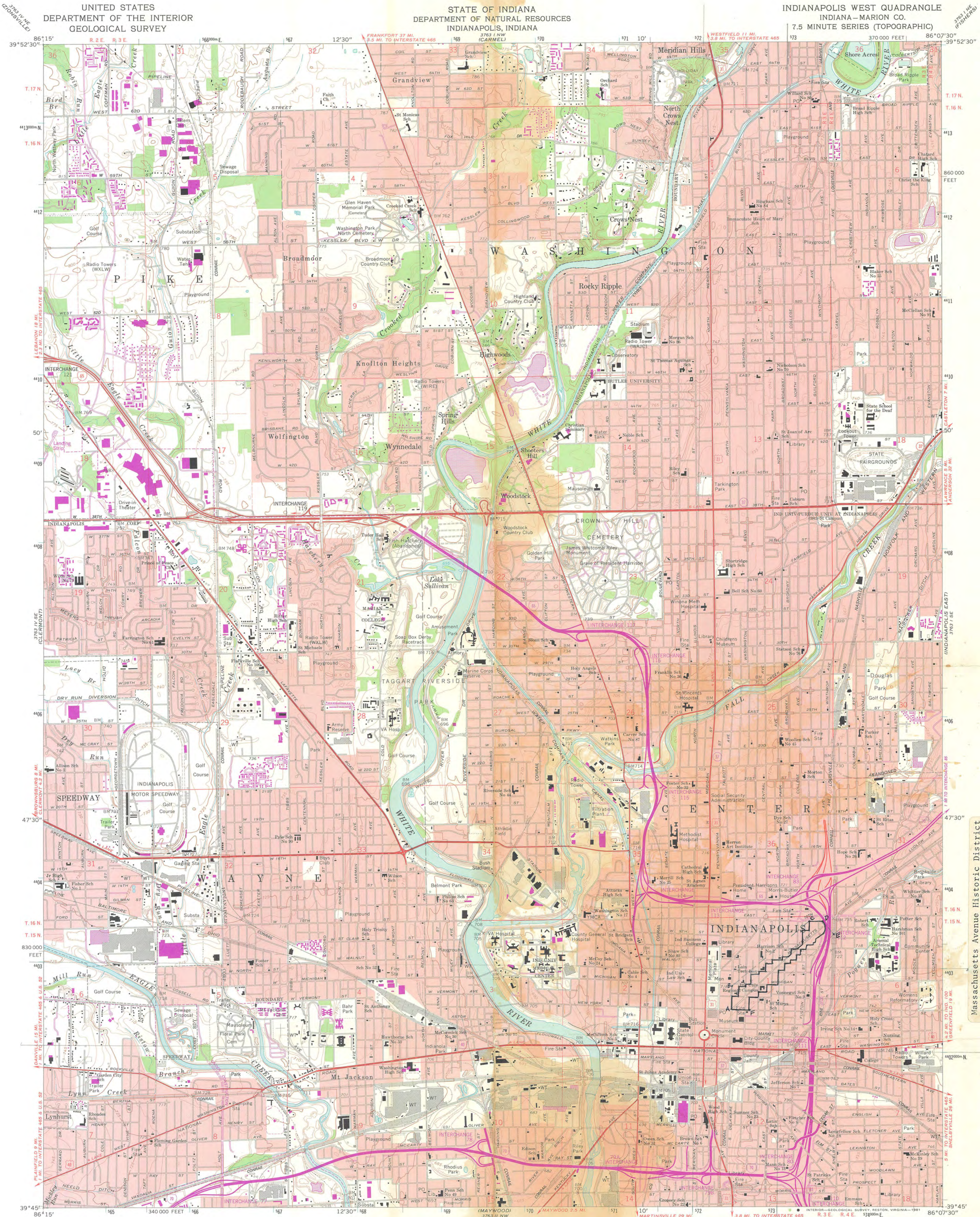
Photographer: Diana Elrod

Date: Summer, 1981

Negative filed: Historic Landmarks Foundation of  
Indiana - Kemper House

View: Main facade

Map #83/Photo #61 of 61



Massachusetts Avenue Historic District  
Indianapolis, Indiana  
UTM References:  
A 16/572450/4402490  
B 16/572450/4402770  
C 16/573560/4403550  
D 16/573560/4403390  
E 16/572660/4402480

OCT 27 1982

Mapped, edited, and published by the Geological Survey  
Control by USGS, USC&GS, and Indiana Flood Control and Water  
Resources Commission  
Planimetry by photogrammetric methods from aerial photographs  
taken 1941. Topography by planimetric surveys 1946  
Revised from aerial photographs taken 1966. Field checked 1967  
Polyconic projection  
10,000-foot grid based on Indiana coordinate system, east zone  
1000-meter Universal Transverse Mercator grid ticks,  
zone 16, shown in blue. 1927 North American Datum  
To place on the predicted North American Datum 1983  
move the projection lines 1 meter south and  
1 meter west as shown by dashed corner ticks  
Fine red dashed lines indicate selected fence and field lines where  
generally visible on aerial photographs. This information is unchecked  
Red tint indicates areas in which only landmark buildings are shown



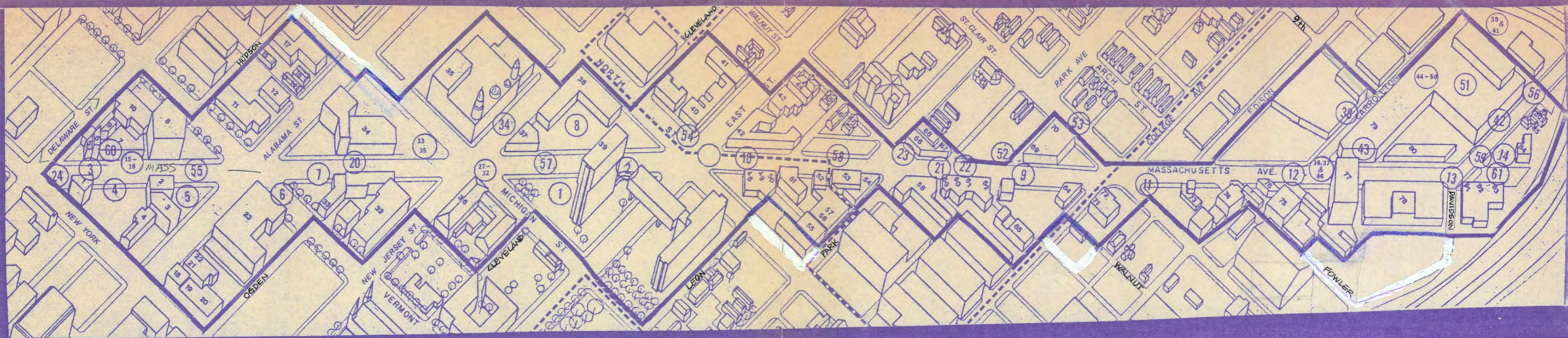
SCALE 1:24,000  
CONTOUR INTERVAL 5 FEET  
NATIONAL GEODETIC DATUM OF 1929

ROAD CLASSIFICATION  
Primary highway, all weather, hard surface  
Light-duty road, all weather, improved surface  
Unimproved road, fair or dry weather  
Interstate Route U.S. Route State Route

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U.S. GEOLOGICAL SURVEY, RESTON, VIRGINIA 22092  
AND INDIANA DEPARTMENT OF NATURAL RESOURCES, INDIANAPOLIS, INDIANA 46204  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

Revisions shown in purple compiled in cooperation with State of  
Indiana agencies from aerial photographs taken 1977 and other  
source data. This information not field checked. Map edited 1980

INDIANAPOLIS WEST, IND.  
N3945—W8607.5/7.5  
1967  
PHOTOREVISED 1980  
DMA 3763 I SW—SERIES V851



MASSACHUSETTS AVENUE COMMERCIAL DISTRICT

- ②⑦ Photograph Reference
- ⑤-⑦ Multiple Photographs Reference
- ④ Building Reference
- Chatham Arch Neighborhood
- Massachusetts Avenue Commercial District Boundary



OCT 27 1982

# National Register of Historic Places

## Note to the record

Additional Documentation: 2019

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action: Additional Documentation

Property Name: Massachusetts Avenue Commercial District

Multiple Name: \_\_\_\_\_

State & County: INDIANA, Marion

Date Received: 10/22/2019      Date of Pending List: 11/14/2019      Date of 16th Day: 11/29/2019      Date of 45th Day: 12/6/2019      Date of Weekly List: \_\_\_\_\_

Reference number: AD82000064

Nominator: \_\_\_\_\_

Reason For Review: \_\_\_\_\_

X Accept       Return       Reject      12/4/2019 Date

Abstract/Summary Comments: Updates the POS of the district to include the last big phase of significant development, provide more detailed information on some of the important buildings and associations, and to provide a context for the LGBTQ associations with the area (mostly post-dating the POS). The AD re-evaluates the inventory. This was submitted with BI/BD to fully round out the Mass Ave district see ref# 100004725

Recommendation/ Criteria: Accept Additional Documentation

Reviewer Jim Gabbert      Discipline Historian

Telephone (202)354-2275      Date \_\_\_\_\_

DOCUMENTATION:      see attached comments : No      see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.

## United States Department of the Interior

National Park Service

# 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: Massachusetts Avenue Commercial Historic District (Boundary Increase, Boundary Decrease, and Additional Documentation)

Other names/site number: Massachusetts Avenue / Mass Ave

Name of related multiple property listing: \_\_\_\_\_

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

### 2. Location

Street & number: (properties added) 901 Carrollton Avenue (Garage No. 2), 901 Carrollton Avenue (Garage No. 3), 728 Fulton Street, 527 Leon Street, 531 Leon Street, 521 E. North Street, 602 N. Park Avenue, 719 E. St. Clair Street, 721-723 E. St. Clair Street, 725 E. St. Clair Street

City or town: Indianapolis State: Indiana County: Marion

Not For Publication:  Vicinity:

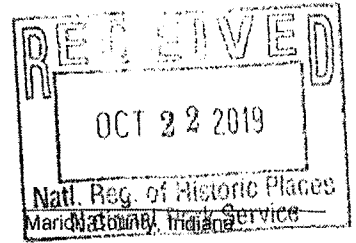
### 3. State/Federal Agency Certification

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:



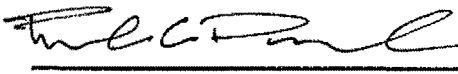


Massachusetts Avenue Commercial Historic District (Boundary Adjustment)

national  statewide  local

Applicable National Register Criteria:

A  B  C  D

		<i>ASSISTANT DIRECTOR OF PRES. SERVICES</i>		<i>10.17.2019</i>
Signature of certifying official/Title:			Date	
<u>Indiana DNR-Division of Historic Preservation and Archaeology</u>				
State or Federal agency/bureau or Tribal Government				

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

---

Signature of commenting official:		Date	
Title :		State or Federal agency/bureau or Tribal Government	

**4. National Park Service Certification**

I hereby certify that this property is:

entered in the National Register

determined eligible for the National Register

Massachusetts Avenue Commercial Historic District (Boundary Adjustment)

Marion County, Indiana

determined not eligible for the National Register

removed from the National Register

other (explain:) Accept Additional Documentation



Signature of the Keeper

12.4.2015

Date of Action

**5. Classification**

**Ownership of Property**

(Check as many boxes as apply.)

Private:

Public – Local

Public – State

Public – Federal

National Register of Historic Places  
Memo to File

# Correspondence

The Correspondence consists of communications from (and possibly to) the nominating authority, notes from the staff of the National Register of Historic Places, and/or other material the National Register of Historic Places received associated with the property.

Correspondence may also include information from other sources, drafts of the nomination, letters of support or objection, memorandums, and ephemera which document the efforts to recognize the property.

NATIONAL REGISTER OF HISTORIC PLACES

EVALUATION / RETURN

United States Department of the Interior  
National Park Service

Massachusetts Avenue Commercial District  
Marion County  
INDIANA

Working No. 10/27/82 2950  
Fed. Reg. Date: 2. 1. 83  
Date Due: 11/25/82 - 12/1/82  
Action:  ACCEPT 12/2/82  
Entered in the  RETURN  
National Register  REJECT  
Federal Agency: \_\_\_\_\_

- resubmission
  - nomination by person or local government
  - owner objection
  - appeal
- Substantive Review:  sample  request  appeal  NR decision

Reviewer's comments:

Recom./Criteria \_\_\_\_\_  
Reviewer \_\_\_\_\_  
Discipline \_\_\_\_\_  
Date \_\_\_\_\_  
see continuation sheet

Nomination returned for:  technical corrections cited below  
 substantive reasons discussed below

1. Name

2. Location

3. Classification

Category	Ownership	Status	Present Use
	Public Acquisition	Accessible	

4. Owner of Property

5. Location of Legal Description

6. Representation in Existing Surveys

Has this property been determined eligible?  YES  NO

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unimproved		

Describe the present and original (if known) physical appearance

- summary paragraph
- completeness
- clarity
- alterations/integrity
- dates

## 8. Significance

Period \_\_\_\_\_ Areas of Significance—Check and justify below

Specific dates \_\_\_\_\_ Builder/Architect \_\_\_\_\_

Statement of Significance (in one paragraph)

- \_\_\_\_\_ summary paragraph
- \_\_\_\_\_ completeness
- \_\_\_\_\_ clarity
- \_\_\_\_\_ applicable criteria
- \_\_\_\_\_ justification of areas checked
- \_\_\_\_\_ relating significance to the resource
- \_\_\_\_\_ context
- \_\_\_\_\_ relationship of integrity to significance
- \_\_\_\_\_ justification of exception
- \_\_\_\_\_ other

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## 9. Major Bibliographical References

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## 10. Geographical Data

Average of estimated property \_\_\_\_\_

Geographic name \_\_\_\_\_

USIT Reference \_\_\_\_\_

Verbal boundary description and justification \_\_\_\_\_

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## 11. Form Prepared By

---

## 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

\_\_\_\_\_ national \_\_\_\_\_ state \_\_\_\_\_ local

State Historic Preservation Officer signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

---

## 13. Other

- \_\_\_\_\_ Maps
- \_\_\_\_\_ Photographs
- \_\_\_\_\_ Other

Questions concerning this nomination may be directed to \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_ Phone: 202 272-3500

Comments for any item may be continued on an attached sheet

# STATE OF INDIANA



INDIANAPOLIS, 46204

DEPARTMENT OF NATURAL RESOURCES

JAMES M. RIDENOUR  
DIRECTOR

Division of Historic Preservation  
Indiana State Museum  
202 North Alabama Street  
Indianapolis, Indiana 46204

October 21, 1982

Carol D. Shull  
Acting Chief of Registration  
D O I  
W 434  
Washington, D.C. 20243

Dear Ms. Shull:

Enclosed is a National Register Nomination for the Massachusetts Avenue Commercial District, Indianapolis, Marion County, Indiana.

The Indiana Professional Review Board reviewed the nomination, and voted to recommend its inclusion in the National Register.

Very truly yours,

Richard A. Gantz  
Assistant to the  
State Historic Preservation Officer

RAG:dmp





Indiana Department  
of Natural Resources

BC 100004725  
AD 82 00 00 64

Eric Holcomb, Governor  
Cameron F. Clark, Director

Division of Historic Preservation & Archaeology • 402 W. Washington Street, W274 • Indianapolis, IN 46204-2739  
Phone 317-232-1646 • Fax 317-232-0693 • [dhp@dnr.IN.gov](mailto:dhp@dnr.IN.gov) • [www.IN.gov/dnr/historic](http://www.IN.gov/dnr/historic)



October 17, 2019

Ms. Joy Beasley  
Keeper of the National Register  
National Register of Historic Places  
Mail Stop 7228  
1849 C St, NW  
Washington, D.C. 20240

Re: Massachusetts Avenue Commercial Historic District (Boundary Increase, Boundary Decrease, Additional Documentation), Marion County, Indiana

Dear Ms. Beasley,

Enclosed is a National Register of Historic Places nomination for the Massachusetts Avenue Commercial Historic District (Boundary Increase, Boundary Decrease, Additional Documentation), Marion County, Indiana. The Indiana Historic Preservation Review Board reviewed the application and voted to recommend its approval to the National Register of Historic Places.

The document includes revised ratings for all buildings in the district, and the applicant examined possible boundary changes on all sides of the district. Additionally, the consultant made a case for moving the period of significance forward in time. The building ratings and maps effectively supersede those of the original nomination.

The enclosed disk contains the true and correct copy of the nomination for the Massachusetts Avenue Commercial Historic District (Boundary Increase, Boundary Decrease, Additional Documentation, Marion County, Indiana, to the National Register of Historic Places.

Please address any questions you or your staff may have about this nomination to my National Register staff members, Paul Diebold or Holly Tate.

Sincerely,

Cameron F. Clark  
State Historic Preservation Officer

CFC:PCD:pcd

enclosure: nomination package