

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only

received MAY 15 1987

date entered JUN 22 1987

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

1. Name

historic The Seville

and/or common

2. Location

street & number 1701 North Illinois Street N/A not for publication

city, town Indianapolis N/A vicinity of

state Indiana code 018 county Marion code 097

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input 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 1701 North Illinois Street Partnership Ltd.

street & number 65 East Cedar Street

city, town Zionsville N/A vicinity of state Indiana 46077

5. Location of Legal Description

courthouse, registry of deeds, etc. Marion County, Center Township Tax Assessor's Office

street & number City-County Building, 200 East Washington Street

city, town Indianapolis state Indiana 46204

6. Representation in Existing Surveys

title See Continuation Sheet has this property been determined eligible? yes no

date federal state county local

depository for survey records

city, town state

7. Description

Condition

excellent
 good
 fair

deteriorated
 ruins
 unexposed

Check one

unaltered
 altered

Check one

original site
 moved date N/A

Describe the present and original (if known) physical appearance

The Seville was built in 1921, and is a three-story, flat-roofed brick building, C-shaped in plan, with a raised basement (photos 1 and 2). Ornamentation on the building is of terra cotta, including the water table and the string course below the third story windows. The roof entablature features a terra cotta architrave, brick friezè, and a wide over-hanging, stamped-tin boxed cornice which is supported by galvanized brackets and engaged pedestals. Glazed terra cotta obelisque finials mark the bay divisions on the west roof line.

The main (west) elevation is divided into three principal bays, with the center bay slightly recessed. The main entrance (photos 3 and 4) consists of a pair of terra cotta Ionic pilasters flanking the door. The pilasters, ornamented with a vertical, low relief running pattern of white bell-flowers set against a blue ground, support a full entablature consisting of an architrave, rosetted frieze, and a dentil course under the cornice. Above the entablature are two pairs of terra cotta finials and a center medallion with the insignia "S".

Above the main door at the second story are three doublehung sashes in a 6/6 light configuration, separated by terra cotta rope pilasters with stylized acanthus leaves for the capitals. The pilasters visually support a terra cotta panel onto which are affixed three ogee arches with finials and rosettes. Below the three windows is a terra cotta swagged rectangular ornament resembling a window box, which is supported by terra cotta consoles. Above the second story windows are three similar windows, but without terra cotta ornamentation.

The two end bays of the main elevation are subdivided into three additional bays each, with triple windows in the center bay flanked by single windows. The single windows have doublehung 6/6 sashes at all three stories, with bust medallions above those at the second story. The white female and male profiles are in low relief against a blue glazed background. Each medallion is mounted by an elaborately bowed ribbon. The second story single windows also formerly had terra cotta window boxes. The center triple windows feature a terra cotta balustraded balcony supported by consoles at the second floor; these consoles also frame the swagged spandrel panels below. At the first story, the windows are separated by Doric pilasters and have a swagged window box below. The second story window heads have ogee arches and rope pilasters in the same configuration as is found at the center bay. Third story windows are unadorned.

The south and east elevations consist of windows similar to the main elevation windows, some with window boxes and ogee arch panels, some with balconies, and still others which are undecorated. The north elevation (photo 5) is without any terra cotta embellishments.

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/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates 1921 **Builder/Architect** Lawrence George and William H. MacLucas

Statement of Significance (in one paragraph)

The Seville is significant as one of the most elaborate and least altered of Indianapolis' apartment buildings from the first three decades of this century. The use of elaborate terra cotta detailing to such an extent is found on few apartment buildings from this era. The Spanish influence seen on this building is also fairly unusual in Indianapolis.

The importance of the apartment buildings being built in downtown Indianapolis during this period has been well documented in the National Register nomination for the Apartments and Flats of Downtown Indianapolis Thematic Resources (listed 1983), which included buildings below Twelfth Street. The flurry of construction activity that took place in the early part of the century resulted in an abundance of apartment buildings to serve the needs of the new white collar workers in the growing downtown. This construction activity was not strictly limited to the immediate downtown area, but extended beyond it, especially to the north, providing housing for downtown employees that was still within easy walking distance.

Built in 1921, the Seville offered a complete range of amenities to its occupants, who were predominantly single, upper-middle class tenants, including, in 1922, Luther M. Rankin, vice-president of the profitable and well-respected Duesenberg Auto and Motors Company; Ralph E. Sudler, manager for the Citizens Motor Car Company; Leo Kahn, president of the American Sanitary Lock Company; and John Holmes, president of the Indianapolis Paint Removing Company. Corporate records from 1919 through 1926 indicate that the tenants, who were mostly single men, were pampered with cigars, clothing from L.S. Ayres and other fine stores, flowers, and laundry service. Accounts were administered by Fred Meire, the manager, who had an office in the Seville. He established this feeling of luxury through the elegant Spanish-styled furnishings of the public spaces, including settees and lounge chairs covered and corded with red silk, as well as antiques wrought iron chandeliers. He further enhanced this Hispanic mood by his use of the Don Quixote motif on the stationery (see copy 2). Within two years of its completion, the Seville opened the "Seville Cafe" in the lower level, which catered not only to its residents but the public as well.

The building was built as an investment by a securities firm which was originally based in Cincinnati. With a merger in 1912 of Elliott and Son, a stock, bond and securities firm of Indianapolis, the firm of Breed, Elliott and Harrison began to invest in the financing and construction of apartment buildings including the Seville and the Dartmouth (listed in the National Register in 1983).

The spacious, unusually well-lit studio apartments offered the finest in "urban" living at the time, including convenient Murphy beds in every unit and efficient modern kitchens. Each apartment, while small by today's standards, had at least three large windows which admitted ample natural light. Hallways, according to the

9. Major Bibliographical References

Architect's files, Indianapolis Historic Preservation Commission.

Corporate Records, 1919-1945, Seville Realty Company.

Country Life, May, 1927, p. 97.

See Continuation Sheet

10. Geographical Data

Acreeage of nominated property Less than one acre

Quadrangle name Indianapolis West

Quadrangle scale 1:24000

UTM References

A

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

B

Zone		Easting						Northing						

C

Zone		Easting						Northing						

D

Zone		Easting						Northing						

E

Zone		Easting						Northing						

F

Zone		Easting						Northing						

G

Zone		Easting						Northing						

H

Zone		Easting						Northing						

Verbal boundary description and justification

Lots 10 and 11, W.H. Morrison's 1st Addition; 80' fronting on North Illinois Street by 201.9' fronting on West 17th Street.

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

state	code	county	code
N/A			

state	code	county	code
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11. Form Prepared By

name/title Susan R. Slade, Architectural Historian

organization Slade Associates date 28 September 1986

street & number 4560 North Broadway telephone (317) 283-6114

city or town Indianapolis state Indiana 46205

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 *Richard Hartz for J. M. Robinson*

title Indiana Historic Preservation Officer date 4-29-87

For NPS use only

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

Patrick W. Anders date 6/22/87
Keeper of the National Register

Attest:

date

Chief of Registration

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National Park Service**

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A Part 1 Historic Preservation Certification Application was submitted December 31, 1984. A preliminary determination was made by the Mid-Atlantic Regional Office of the National Park Service, June 14, 1985, that the property appears to meet National Register Criteria for Evaluation and will likely be listed in the National Register of Historic Places if nominated by the State Historic Preservation Officer according to the procedures set forth in 36 CFR Part 60.

NPS Project Number: 0311-85-IN

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The west entrance opens to a three-level lobby (photo 6). The west end of the basement level was finished with a Renaissance-styled chimney breast featuring a centered shield with the "S" in low relief. Marble flooring finishes this open area. A short run of marble steps extends to the landing level, the actual entrance, and continues along the north wall to the first floor level. Apartment mailboxes are located on the east wall of the upper level. Entrance stairway walls are finished with a marble wainscot. The stairway is finished with a simple cast iron baluster, which is topped with a molded wood handrail.

All lobby walls are finished with raised panel molding, interspersed between apartment doors and framed hallway ice boxes. The lobby ceiling is set with a plaster wheel medallion which receives a braced Spanish Revival iron chandelier. The bordered marble floor continues several feet past the intersection of the east/west corridor (photo 7). Simple, painted, bracketed two-candle chandeliers were original, as were twisted rope wheel fixtures which were hung along the corridors and in the apartments, but are no longer in place.

The original 49 units were distributed along the double-loaded corridors, which feature prominent east and west open stairways and a centered north fire stairwell (photos 8 and 9). The open stairways are finished with painted turned and tapered balusters set with a framework of stained plate, handrail and newel posts. Originally all newels were topped with a wood obelisque which is similar in design to those which decorate the west roof line. Both east and west stairwells extend from the first to the third floor. Each well is lighted by a boxed, pitched skylight. The fire stairway which extends from the basement to the third floor is enclosed at each floor by a wire mesh glazed wall unit and door (photo 10).

The typical apartment, a very light and airy studio, was finished with a swing murphy bed set behind leaded, mirrored paired doors (photo 11). Behind each swing bed, a built-in closet with drawers provided access to the bathroom (photo 12 and 13). All kitchens featured a dining area separated by glazed cabinets, and an original component ice box/cabinet (photo 14). Most units still retain these elements. All apartment plaster walls are detailed with panel molding. Most floors were covered either with linoleum or had wood borders to receive a center area rug.

The Seville is sited on the east side of north-bound North Illinois Street, one block to the east of Methodist Hospital, Indiana's largest private medical facility. A street once lined with single family dwellings interspersed with 1920's apartments has become a mixed-use neighborhood with dwellings converted to doctor's offices and 1960's commercial construction. Today parking lots are located to the north and south of the building.

The present owner has begun total rehabilitation to satisfy the new rental market of the area, which is provided by the increased staff at the hospital.

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corporate records, were furnished with potted palms and freshly cut flowers. At the third floor the spacious hallways and stairwells were lit by skylights.

The avant-garde elegance of the Seville was provided, in part, by the structure's Spanish Renaissance style and finishes. The exuberance and profusion of terra cotta ornamentation, including the ogee-arch panels and the medallions with the busts of Ferdinand and Isabella, created a distinctive character.

Extensive research has been conducted to determine the designer of the terra cotta. Indianapolis terra cotta artist Alexander Sangernebo, who was responsible for the unique designs supplied by the Indianapolis Terra Cotta Company such as the facade of the Indiana Theatre, is documented as having done similar medallion work at the Lincoln Hotel (demolished), which was described in an Indianapolis Star article, September 11, 1927, as "low relief medallions. . .featuring Wedgwood-like human heads and figures." Sources do not state that Sangernebo designed the decoration for the Seville or that he had previously been associated with the architects of the building, Lawrence George and William Harold MacLucas.¹ However, a stylistic attribution to Sangernebo can be made given the similarities in style, color and uniqueness. No other similar apartment building in Indianapolis featured the distinctive character created by the style and profusion of the Seville's terra cotta decoration.

¹This firm, which was active in Indianapolis from 1914 to 1924, was primarily known for its eclectic residential buildings which were built along the prominent residential streets north of the city center, i.e. 2837 Washington Boulevard, the corner of 42nd Street and Washington Boulevard, as well as large residences on North Meridian Street.

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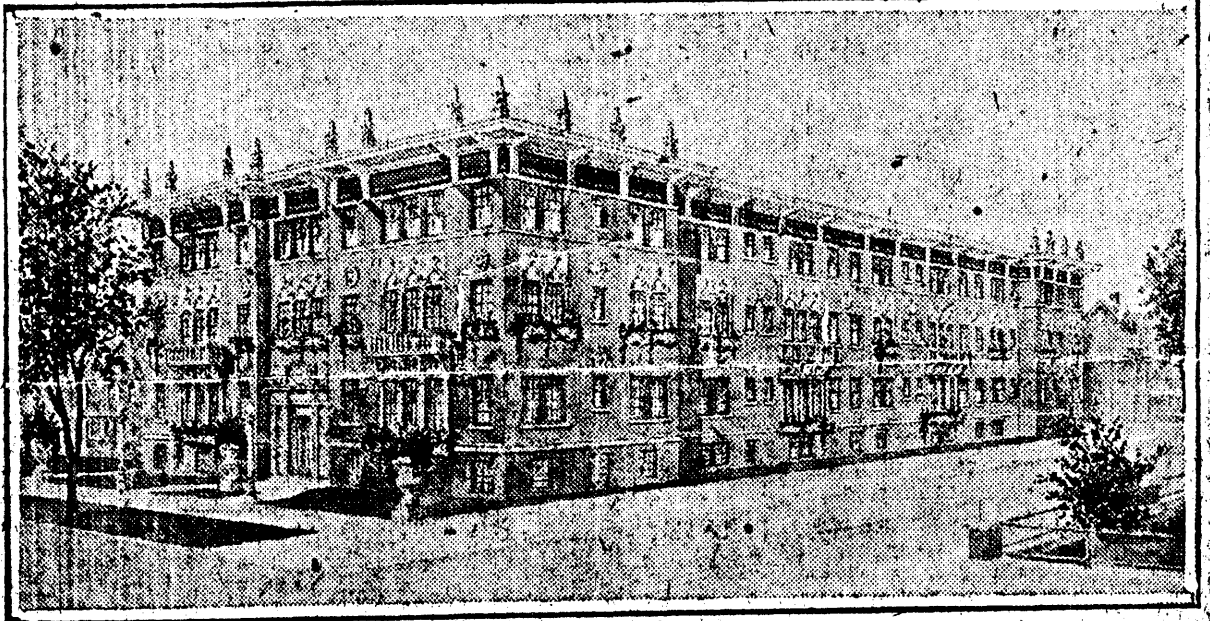
Indiana Construction Recorder. 1920-1924.

Indianapolis News. January 23, 1930.

Indianapolis Star. April 10, 1921; September 11, 1927; August 17, 1953

PROPOSED 48-APARTMENT BUILDING.

Star 4/10/21



SEVILLE APARTMENTS, TO BE BUILT AT SEVENTEENTH AND ILLINOIS STREETS.

A new apartment house, containing forty-eight furnished apartments and to be known as the Seville apartments, is to be erected on the northeast corner of Seventeenth and Illinois streets by the Seville Realty Company at a cost of \$300,000, according to announcement by Fred M. Meiers, secretary-treasurer of the new company.

Forty of the apartments are to be equipped with a living room, dining room, dressing room with in-a-door bed, bathroom and kitchenette. The other eight apartments will be of the same size with the addition of a bedroom. All apartments will be furnished.

The walls of the apartments and corridors are to be paneled throughout, and the halls, together with all wood trim-

ings, including doors, are to be furnished in soft light colors and enamels, affording a cheery and livable atmosphere.

The exterior of the building will carry out the Spanish Renaissance period with Italian influence, which is very noticeable, especially in the treatment of windows, balconies and decorative panels of the famous Spanish Robbia family in Florence, Italy.

The main entrance will be on Illinois street, leading into a spacious hall giving the appearance of a modern home. The hall will have a large lounge room to be finished in marble and tile. A stairway leading to the lounge room and balcony on the first floor. The office will be located on this floor. There will also be two main stairways and an enclosed fire escape and service stairway. Telephone service, incoming deliver-

ies, icing of refrigerators, mail and all other matters will be given careful attention. The kitchenettes will be equipped with the latest devices including combination kitchen cabinet and ice box. There will also be provided modern gas ranges.

In choosing the name "Seville," the owners had in mind the old romantic Spanish seaport town in the southern part of Spain and the word also forms a combination of the first syllable of the names of the streets, Seventeenth and Illinois.

The building will be ready for occupancy about the middle of October. The construction has been financed by the Meyer-Kiser bank, who will shortly offer \$190,000 of 7 per cent, tax free, preferred stock secured by this building. The plans were drawn by the firm of George and McLucas, local architects,

Copy 1
The Seville
1701 N. Illinois Street
Indianapolis, IN 46202

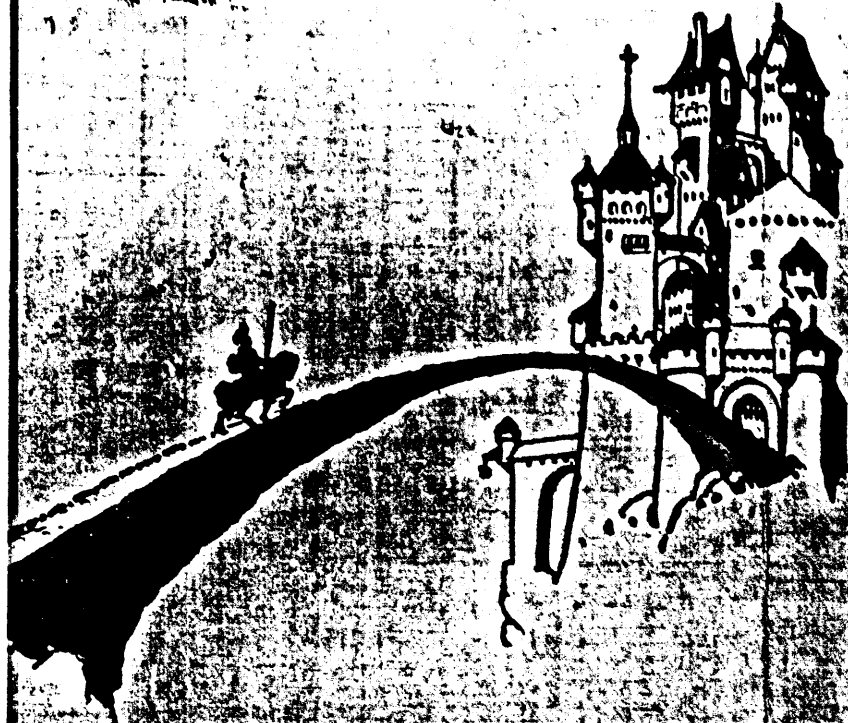
1921

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REFERENCE COPY
DO NOT CIRCULATE

View: Rendering of building, W and S elevations

Source: Indianapolis Star, April 10, 1921, as filed in the Indianapolis Apartment Buildings File, Indianapolis Public Library.



The Seville

Illinois Street
at Seventeenth

INDIANAPOLIS
1-2-24

H. F. Sturtevant Co.,
Boston, Mass.
Dear Sirs:

Attached is your invoice dated 12-3-23 for your inspection
and correction. \$69.47 for 100 carbon brushes is an such outrageous
price that it would have paid us much better if we crated the machines
returned them to you with our compliments. Kindly investigate.
Previously we received from you carbon brushes and we never paid you
in excess of \$20.00 per 100.

Yours very truly,

Fred M. Meiere
Manager
Meiere Realty Co

FURNISHED APARTMENTS EXCLUSIVELY

Copy 2

The Seville

1921

1701 N. Illinois Street

Indianapolis, IN 46202

Copy 2

View: Stationary, The Seville

Source: Corporate Records, The Seville
Realty Company