
NAME: ~~The Vienna~~
LOCATION: 306 ~~East New York Street~~
OWNER: Herbert E. Strong
ADDRESS: 311 North Alabama Street, Indianapolis, Indiana 46204

MAP NUMBER: 22

7. DESCRIPTION:

The three-story, nine by seven bay Vienna (Photo 25 of 42) has two formally designed yellow brick and gray limestone facades facing south and west. The architectural style is Classical Revival. The north and east sides are built of common bond red brick. The raised basement was designed for commercial use and originally in 1908 had shops running the full depth of the building. Four walkdown steps on East New York Street remain. The recessed apartment entrance is also on East New York Street. Its limestone surround uses finely cut leaf and dart molding. Carved in the entablature is THE VIENNA. Six Tuscan order pilasters appear to support the third story window arcade. The projecting corner pavilions are pedimented. All four pediments have floral carving in the tympanums. A metal egg and dart dentil cornice with a brick parapet completes the entrance facade elevation. The southwest corner was originally dome roofed (Photo 24 of 42). All the windows are one over one wood sash. The lintels and sills are limestone. There are scroll cartouches over the third story surrounds. The overall quality of materials and craftsmanship of construction rate the Vienna one of the highest in this thematic group.

8. SIGNIFICANCE:

For this second of George W. Brown's (see 8. Significance, page 19) buildings represented in this nomination Brown chose as contractor the firm of Henry and Louis Brandt known as Brandt Brothers (see 8. Significance, page 20). The apartment they constructed for him has significance in its architecture and in its role in the commercial/real estate development of the city. The building permit purchased on April 10, 1908 described the proposed property as a "brick apartment house" and valued the structure at \$20,000. An unusual and rather flamboyant structure as seen in a Bass Photo (Photo 24 of 44) of c.1920, its basement was utilized as commercial space. Built as a modified "Eastern" flat type, its three stories were divided into two flats on either side of a central hall. Located on busy New York Street the Vienna was especially convenient to the Indianapolis Star offices and printing plant. The 1914 occupants included two editors, a lithographer and a machinist for the newspaper. Although not included in the "Apartment List" in the 1910 Blue Book, its occupants were generally professional or white-collar workers, many of whom were included in the "Elite List." Among the 1914 occupants were the vice-president of a furniture company and the president of the Hoosier Mercantile Agency. The Vienna was most likely named by its owners after the then fashionable European capitol of Austria.

10. GEOGRAPHICAL DATA:

Acreage: Less than one acre

Quadrangle Name: Indianapolis West

Quadrangle Scale: 1:24,000

Downtown Apartment Flats Thematic Resources
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CONTINUATION SHEET

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UTM REFERENCES:

16	572620	4402510
Zone	Easting	Northing

BOUNDARY DESCRIPTION:

Parcel 8103500800. Hospital Square Addition, Sixty-three Feet Nine Inches West End of Forty-four Feet Six Inches South Side Lot Seven, Square Twenty-two, Key Code 81-035-008.