

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Name of Property _____

County and State _____

Name of multiple property listing (if applicable) _____

Section number _____ Page _____

SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 100004725

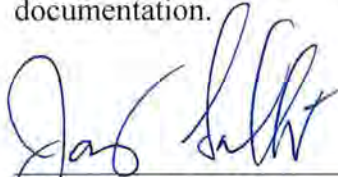
Date Listed: 12/04/2019

Property Name: Massachusetts Avenue Historic District (Boundary Increase, Boundary Decrease, and Additional Documentation)

County: Marion

State: IN

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.



Signature of the Keeper

12/04/2019
Date of Action

Section 5: Number of resources within property

This SLR is meant to clarify the resource count in the form. There were three actions taken in this form – additional documentation to re-assess properties within the boundaries of the 1982 district; decreasing the boundary in one location due to demolitions; and, expanding the boundary in three small areas in order to “round out” the district and to encompass resources that reflect the history and character of the district.

The Boundary Increase adds **10 contributing buildings and 1 noncontributing building.**

The Boundary Decrease area results in the loss of 4 contributing buildings, all of which have been demolished.

The with the updated Additional Documentation for the balance of the original district, taking into account a complete re-evaluation of the resources (including a full count of smaller buildings) the updated resource count is: **100 contributing buildings and 28 noncontributing buildings.**

Section 9: 36 CFR 67 certification sought – Tax credit projects 35,752 and 39,395 among others

The Indiana State Historic Preservation Office was notified of this amendment.




Massachusetts Avenue Commercial Historic District (Boundary Adjustment)

national X statewide X local

Applicable National Register Criteria:

X A B X C D

	ASSISTANT DIRECTOR OF FREC. SERVICES	10.17.2019
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 <u> </u> meets <u> </u> does not meet the National Register criteria.	
<hr/>	
Signature of commenting official:	Date
<hr/>	
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

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

Private:

Public – Local

Public – State

Public – Federal

Massachusetts Avenue Commercial Historic District (Boundary Adjustment)

Marion County, Indiana

Category of Property

(Check only **one** box.)

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

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>10</u>	<u>1</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>10</u>	<u>1</u>	Total

Massachusetts Avenue Commercial Historic District (Boundary Adjustment)

Marion County, Indiana

Number of contributing resources previously listed in the National Register 74

6. Function or Use
Historic Functions

COMMERCE/TRADE: business, professional, specialty store, department store, restaurant, warehouse

DOMESTIC: single dwelling, multiple dwelling

SOCIAL: clubhouse

GOVERNMENT: fire station

RECREATION AND CULTURE: theater, music facility, sports facility

INDUSTRY/PROCESSING/EXTRACTION: manufacturing facility

Current Functions

COMMERCE/TRADE: business, professional, specialty store, restaurant, warehouse

DOMESTIC: single dwelling, multiple dwelling

SOCIAL: clubhouse

RECREATION AND CULTURE: theater, music facility, sports facility

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Marion County, Indiana

7. Description

Architectural Classification

LATE VICTORIAN: Italianate, Stick/Eastlake, Renaissance

LATE 19th AND EARLY 20th CENTURY REVIVALS: Classical Revival, Exotic Revival, German Renaissance Revival

LATE 19th AND EARLY 20th CENTURY AMERICAN MOVEMENTS: Commercial Style, Chicago, Craftsman

MODERN MOVEMENT: Art Deco, Brutalism

Materials:

foundation: BRICK, STONE: limestone, CONCRETE

walls: BRICK, STONE: limestone, CONCRETE, WOOD: weatherboard, TERRA COTTA

roof: SYNTHETICS: rubber, ASPHALT, STONE: slate

other: GLASS

Massachusetts Avenue Commercial Historic District (Boundary Adjustment)

Marion County, Indiana

Narrative Description

Summary Paragraph

Massachusetts Avenue is the most intact of the four diagonal avenues that radiate out from the center of Alexander Ralston's mile square plat (1821) of Indianapolis. This one-mile-long corridor is among the most intact segments of Indianapolis' historic urban fabric, reflecting development patterns in the city between the 1850s and the 1960s as well as the success of local downtown revitalization efforts initiated in the 1970s by Historic Landmarks Foundation of Indiana, now Indiana Landmarks. The district is characterized by low-rise mixed-use buildings of two to six stories, punctuated by isolated tall buildings. Architectural expression is characterized by a diversity of styles from the district's period of significance, notably Italianate, Classical Revival, Chicago School, Renaissance Revival, Exotic Revival, Art Deco, and Modern. The district forms the commercial center of the adjacent and predominately residential Lockerbie Square (NR 1973) and the Chatham Arch (NR 1980) Historic Districts, with both districts overlapping the boundaries of the Massachusetts Avenue Commercial Historic District. The Massachusetts Avenue Commercial Historic District was listed in the National Register of Historic Places in 1982. The 1981 nomination contained discrepancies between resource descriptions and the district boundary description and map, and the district had changed significantly over the subsequent 36 years. For these reasons, the district's resources and boundaries were reevaluated in 2017, resulting in a boundary increase, a boundary decrease, elimination of resources demolished since 1981, and changes in the status of several resources. The updated district includes 86 contributing resources and 22 non-contributing resources.

Narrative Description

The Massachusetts Avenue Commercial Historic District was listed in the National Register of Historic Places in 1982. This boundary adjustment was necessitated after review of the original 1981 nomination found discrepancies between resource descriptions and the district boundary description and map. Furthermore, it was found that the district has changed significantly since the time of the original nomination. This nomination includes revised descriptions of the district and of each resource whose status has changed from that identified in 1981.

Massachusetts Avenue is one of the four radiating diagonal avenues included in the 1821 mile square plat of Indianapolis, laid out by Alexander Ralston. It runs northeast from the center of the city and corresponds to Indiana Avenue (northwest), Kentucky Avenue (southwest), and Virginia Avenue (southeast). Popularly known as “Mass Ave,” the street is the most intact of the four diagonal avenues and among the most intact segments of Indianapolis’ historic urban fabric, reflecting development patterns in the city between the 1850s and the 1960s. Most of the buildings in the district date from the 1870s to the 1920s, with several notable exceptions. The district is characterized by low-rise mixed-use buildings of two to six stories, punctuated by isolated tall buildings. Many buildings were demolished to make way for surface parking lots between World War II and the 1990s but many of those sites have seen new infill construction since the 1990s.

Architectural expression is characterized by a diversity of styles from the district’s period of significance, notably Italianate, Classical Revival, Chicago School, Renaissance Revival, Exotic Revival, Art Deco, and Modern. Contemporary infill buildings from the 1990s to the present range from Post Modern Neo-Traditionalism of the late twentieth century to generally contextual background buildings to more high-style contemporary works. The district’s character and sense of place is defined by a relatively uniform scale and a diverse range of architectural expressions within a single block as well as by the presence of major architectural landmarks.

The district forms the commercial center of the adjacent and predominately residential Lockerbie Square (NR 1973) and the Chatham Arch (NR 1980) Historic Districts, with both districts overlapping the boundaries of the Massachusetts Avenue Commercial Historic District. The district’s integrity and changes since 1981—from a gritty urban neighborhood with potential to the state’s flagship hip urban neighborhood—attest to the success of local downtown revitalization efforts initiated in the 1970s by Historic Landmarks Foundation of Indiana, now Indiana Landmarks, local developers, and the City of Indianapolis.

The district saw early streetscape improvements during the 1850s. In 1857, Alabama Street was graded and graveled between Massachusetts and Fort Wayne Avenues and East Street received the same

Massachusetts Avenue Commercial Historic District (Boundary Adjustment)Marion County, Indiana

treatment north of Massachusetts.¹ That same year, property owners petitioned for the Massachusetts Avenue sidewalk to be graded and graveled between East Street and Liberty Street (now Park Avenue).² Portions of the street were lined with locust trees as of 1857.³ In 1859, Massachusetts Avenue was graded and graveled between New Jersey Street and Ash Street (later Ashland Avenue, now Carrollton Avenue).⁴ In 1863, it was proposed that Massachusetts Avenue be paved with cobblestones—known as “bouldering” or “bouldering”—between Pennsylvania and New Jersey Streets.⁵ This work appears to have been completed in 1864.⁶ Gas street lamps extended up Massachusetts Avenue as far as New Jersey Street by 1867 and were proposed extended to East Street that year.⁷

The present streetscape of the 300 block was implemented in 1981.⁸ This included perpendicular parking, planting islands, and curb ramps. This treatment was extended up to College Avenue by 1991. The Indianapolis Cultural Trail was built along portions of Massachusetts Avenue and Alabama, North, Park, Walnut, and Bellefontaine Streets between 2007 and 2011. The eight-mile Cultural Trail is a multi-modal urban trail that connects Indianapolis’ downtown with surrounding cultural and historic districts and regional greenways and bicycle routes. The development of the trail highlighted the historic and architectural character of Indianapolis’ neighborhoods, drawing new life and attention to the city’s cultural heritage while reinforcing and enriching its contemporary culture.

A full inventory of resources within the district is appended to the end of Section 7.

Descriptions are provided below for each property whose rating has changed since the 1981 nomination. These changes may be due to the loss of a resource present at that time, to the district’s updated period of significance, or to modification of the district’s boundary to include adjacent properties while excluding peripheral sites that contain no resources.

305 N. Alabama Street – demolished

In 1981, this site contained a c.1922 commercial building that was rated Contributing. The building was demolished as a part of the Lockerbie Marketplace redevelopment in 1985-1986 and a rear addition to the Vienna Flats at 300-308 E. New York Street was built on the site.

¹ “Proceedings of the City Council,” *Daily State Sentinel* (Indianapolis), 4 August 1857, 3; *Daily State Sentinel* (Indianapolis), 17 October 1857, 3.

² “Council Proceedings,” *Daily State Sentinel* (Indianapolis), 15 September 1857, 3.

³ *Daily State Sentinel* (Indianapolis), 28 March 1857, 3.

⁴ “Council Proceedings,” *Daily State Sentinel* (Indianapolis), 28 February 1859, 1; “Council Proceedings,” *Daily State Sentinel* (Indianapolis), 14 March 1859, 3.

⁵ “Council Proceedings,” *Daily State Sentinel* (Indianapolis), 15 April 1863, 3.

⁶ “Street Improvements,” *Daily State Sentinel* (Indianapolis), 16 April 1864, 3.

⁷ “City Council,” *Indianapolis Daily Herald*, 24 May 1867, 4; “City Council,” *Indianapolis Daily Herald*, 5 November 1867, 4.

⁸ Rich Schneider, “Massachusetts Landscaping Moving Along,” *Indianapolis News*, 19 May 1981, 12.

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311 N. Alabama Street – demolished

In 1981, this site contained a c.1875-1885/c.1927 house/commercial building that was rated Contributing. The building was demolished as a part of the Lockerbie Marketplace redevelopment in 1985-1986 and a rear addition to the Vienna Flats at 300-308 E. New York Street was built on the site.

333 N. Alabama Street – Sears Roebuck & Company Building, 1928-1929/1931 C

The Sears Roebuck & Company Building, built between 1928 and 1929 and expanded in 1931, was designed by Sears' corporate architects in Chicago, in association with Indianapolis architects Pierre & Wright and civil engineers Jeup & Moore.⁹ [Photo 6] This store was part of the wave of 300 stores built by Sears, Roebuck & Company between 1925 and 1929 as it transitioned from being a mail-order-only retailer to one that offered customers both catalog-orders and physical stores. The store opened in July 1929 and closed on July 30, 1983.¹⁰

The building was rated non-contributing in 1981 because it was then covered by a mid-twentieth century turquoise and white metal panel slipcover concealing all its historic fabric. This slipcover was removed during the 1985-1986 rehabilitation of the building as the centerpiece of the Lockerbie Marketplace redevelopment, designed by RATIO Architects, Inc. Indiana Landmarks led the effort to secure basic services—a full-service grocery, a dry-cleaner, and a hardware store—to support the revitalization of Indianapolis' urban neighborhoods as walkable places for high quality of life. Lockerbie Marketplace provided all of these services directly adjacent to Lockerbie Square, Indianapolis' most revitalized historic district of the period. The first floor of the Sears building housed O'Malia's Food Market, an Indianapolis-based high-end grocer, from 1986. This served as a significant precedent for Indianapolis' peer cities, many of which struggled to attract a comparable downtown grocery store for another 30 years. O'Malia's was purchased by Indianapolis-based Marsh Supermarkets in 2002 and the Lockerbie store was rebranded as a Marsh in 2007. In 2017, Marsh sold the store, which was rebranded as Needler's Fresh Market. The second and third floors have served as offices since 1986.

The Sears Roebuck & Company Building was determined to be a contributing resource within the district during 1985-1986, as a part of the Part 1 Evaluation of Significance of the Historic Preservation Certification Application associated with the use of federal rehabilitation tax credits on the project. The building has seen few changes since that time and retains a high degree of integrity. It remains a defining landmark of the Alabama Street and Massachusetts Avenue corridors.

The three-story building's exterior is clad in cream-colored brick with limestone trim and concrete coping. The building is a notable example of the Art Deco style in Indianapolis. The west façade on Alabama Street is divided into eight bays defined by projecting pilasters. A typical bay contains a full-width storefront opening at the first floor level, with a limestone knee wall and modern aluminum storefront framing dating from the 1980s. Each bay is subdivided into three window openings at the

⁹ "Plan to Attend Our Three-Day Opening," *Indianapolis News*, 22 July 1929, 14; "Sears, Roebuck and Co. Open Tomorrow," *Indianapolis News*, 24 July 1929, 37; "Opening of New Store Thursday," *Indianapolis Star*, 21 July 1929, 12; "Sears, Roebuck Addition Started," *Indianapolis Star*, 3 September 1931, 10.

¹⁰ Kathy Whyde, "Closing of Sears store evokes many memories," *Indianapolis Star*, 22 July 1983, 19.

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second and third floor levels by narrower projecting pilasters. The second floor openings feature brick rowlock sills while those of the third floor are of cast concrete. The original double-hung windows were removed in the mid-twentieth century and replaced by the present one-over-one fixed aluminum sash in the 1980s. The third bay from the north contains the original main entrance and rises up as a six-story tower. The first floor features two portals framed by fluted limestone panels. Modern entry doors sit below historic wood four-lite transoms with ornamented wood transom bars and semi-octagonal tops. Above the transoms are carved limestone panels with stylized foliate motifs. At the lower part of the second floor level, the entrance surround features limestone panels bearing the name "SEARS, ROEBUCK / AND COMPANY", above which a band of carved stylized foliate ornament forms a sill for the raised second floor windows. The pilasters between and flanking these three windows are of limestone carved in an Art Deco chevron pattern. At the top of the third floor, the outer pilasters step in and feature carved limestone caps. The fourth and fifth floors feature smaller window openings while the sixth floor features a single taller window in the center bay. The outer pilasters step inward in three tiers at the sixth floor. The top of the tower features carved limestone panels in the three bays between the pilasters and carved limestone pilaster caps echoing the chevron-patterned ornament of the second floor. The 1931 addition comprises the south two bays of the façade, which are identical to those of the original building except for a second entrance in the second bay from the south, featuring layered inset brickwork framing two paired entry doors with transoms, now containing modern doors and storefront framing from the 1980s.

The north elevation along Vermont Street follows the same basic pattern as the west façade's typical bays, with storefront only in the west bay and high-silled windows in other bays. The east (rear) elevation faced Sears' original gravel parking lot and now faces a modern asphalt parking lot built during the 1980s redevelopment. This side of the building received new punched openings, a new canopy, and a new loading dock and automobile ramp to the basement parking garage during the 1980s project. The south elevation features a one-story projecting wing built during the 1931 expansion. This wing is set back from the west façade. Its west elevation features a central storefront opening flanked by two door openings. A low brick wall of cream-colored brick with a limestone cap surrounds a terrace along the west and south sides of this wing.

402-410 N. Alabama Street – demolished

In 1981, this site contained a c.1941 commercial building that was rated Contributing. The building was demolished sometime before 1986 and the site has been a parking lot since that time.

418 N. Alabama Street – demolished, excluded

In 1981, this site contained a c.1887-1898 house that was rated Contributing and a c.1938 commercial building that was rated Non-Contributing. The house was demolished sometime before 1986 and the commercial building was demolished sometime between 1986 and 1991. The site has been a parking lot since that time. Because all resources on this quarter block have been demolished, the district boundary has been adjusted to exclude this site. [Photo 4]

420 N. Alabama Street – demolished, excluded

In 1981, this site contained a c.1938 commercial building that was rated Non-Contributing. The building was demolished sometime between 1986 and 1991 and the site has been a parking lot since that time.

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Because all resources on this quarter block have been demolished, the district boundary has been adjusted to exclude this site. [Photo 4]

901 Carrollton Avenue – Indianapolis Coca-Cola Bottling Company Plant, 1930-1949 C

The Indianapolis Coca-Cola Bottling Company Plant consists of four historically functionally-related buildings arranged on three adjacent city blocks. All buildings are located between Massachusetts Avenue (Mass Ave) and Tenth Street on the east and west sides of Carrollton Avenue. [Photos 27-36]

The plant was developed in phases between 1930 and the early-1950s and features a unified architectural character defined by high-style Art Deco terra cotta facades along Carrollton Avenue and Massachusetts Avenue. This unified architectural character was maintained by a continuity of design leadership over more than 25 years of development at the site. The first phases of the complex were designed by the prominent Indianapolis architecture firm of Rubush & Hunter, responsible for some of Indianapolis' most lavish projects of the 1920s. Philip A. Weisenburgh (1887-1972) served as chief draftsman for Rubush & Hunter from 1925, providing design supervision for the firm's projects. He was noted as the firm's master of ornamentation, contributing to lavish projects including the Spanish Baroque-style Indiana Theatre (1926-1927) and the Art Deco-style Circle Tower (1929-1930). Weisenburgh succeeded the firm upon the partners' retirement in 1940 and would design additions and renovations at the Indianapolis Coca-Cola Bottling Company Plant into the 1950s.

The plant's growth and evolution reflected the growing market for soda between the 1920s and the 1950s. By 1950 it was said to be the largest bottling plant in the world, with 260 employees managing a system that could produce 240 bottles of Coca-Cola per minute, with no human hands involved between unloading cases of empty bottles at one loading dock and loading cases of sterilized and filled bottles onto trucks at another loading dock.¹¹ The advent of the aluminum can in 1960 led to a rapid drop in the demand for bottled Coca-Cola and the obsolescence of the plant, a regional example reflecting industry-wide changes in soda production during this period. The entire plant was sold to Indianapolis Public Schools in 1968.

The 1981 nomination identified a period of significance of 1865-1930 for the district, but included a seemingly contradictory note that the Art Deco buildings of the Indianapolis Coca-Cola Bottling Company plant "1931 and later additions" (built in phases between 1930 and 1951) was contributing. The text of the 1981 nomination emphasizes the high-style Art Deco terra cotta exteriors of the buildings built between 1930 and 1951 and the high-style Art Deco interiors of the main building. This would suggest that the applicable period of significance for the property would be 1930-1951, marking full scope of architecturally significant development on the site.

The Indianapolis Coca-Cola Bottling Company Plant's complete development between 1930 and the 1950s included the block bounded by Edison Avenue, Ninth Street, Carrollton Avenue, and Massachusetts Avenue; the half-block on the west side of Carrollton Avenue between Ninth and Tenth Streets; and the block bounded by Carrollton Avenue, Tenth Street, Bellefontaine Street, and

¹¹ "City Coca-Cola Plant is World's Largest," *Indianapolis News*, 24 October 1950, 40.

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Massachusetts Avenue except for the commercial buildings at 870-892 Massachusetts Avenue, which have always been under separate ownership. These parcels were all built upon except for the service courtyard inside the L-shaped Administration Building & Bottling Plant and the south section of the block between Edison and Carrollton Avenues along Massachusetts Avenue, which was planned as the site of Garage No. 4, designed in 1944 but never built. Earlier houses on the proposed site of Garage No. 4 were demolished in the 1950s and an existing brick commercial building at 826-856 Massachusetts remained in place until the early-1960s, when the site was cleared for a surface parking lot.

The plant was largely built within the existing street grid, although some streets and alleys were vacated to allow expansion of the buildings during the 1940s. Site improvements along the east side of Carrollton Avenue between Mass Ave and Ninth Street included a concrete loading and parking area with a diaper pattern of scoring associated with the construction of the 1930-1931 wing of the main building. This space along the 1940-1941 wing of the main building included an open lawn between the two garage door driveways. The west side of Carrollton Avenue included similar open lawns between the facades of the garages and the sidewalk, with some remnant street trees retained.

During the late-1960s and early-1970s, the residential neighborhood west of the plant between Mass Ave, College Avenue, and Tenth Street, containing about 50 housing units, was gradually demolished and the land paved to create huge surface parking lots for school busses. Tenth Street was relocated in the 1970s, when the "north split" raised expressway of Interstate 65/70 was built north and east of the site, creating a parking lot north of the plant and leaving a vacated remnant of Old Tenth Street between Edison Avenue and Bellefontaine Street. These changes have added land not historically associated with the Indianapolis Coca-Cola Bottling Company Plant to the present parcel.

The main building and Garages No. 1, 2, and 3 (all built between 1930 and 1951) feature glazed terra cotta facades along Massachusetts and Carrollton (formerly Ashland) Avenues and Tenth Street. Buff brick was used on secondary elevations of the buildings, including those fronting alleys, Ninth Street, and Bellefontaine Street (formerly Guilford Avenue), while red brick was used on the alley elevations of the garages. The buildings built between 1930 and 1951 all retain a high degree of integrity, particularly at their exterior elevations.

Administration Building & Bottling Plant (1930-1931/1940-1941/1946-1949)

The main building of the complex is located at the northeast corner of Massachusetts and Carrollton Avenues and extends north to Tenth Street and east to Bellefontaine Street with the exception of a separate parcel of commercial buildings at the west corner of Massachusetts Avenue and Bellefontaine Street. [Photos 27, 29, 30, 33-36] The building was built from south to north in three phases: 1930-1931, 1940-1941, and 1946-1949. The building is two stories in height with a full basement and several penthouses. The primary façade fronts Massachusetts Avenue, the northeastern of Indianapolis four radiating diagonal avenues. The façade, the west elevation along Carrollton Avenue, and the north elevation along Old Tenth Street are clad in white glazed terra cotta featuring rich Art Deco ornament. The terra cotta is almost entirely intact but many pieces have suffered from spalling and other damage. A granite base is present below the terra cotta at the south façade and the north elevation.

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Original one-over-one wood sash double-hung windows on the Massachusetts Avenue façade and west elevation were replaced by modern aluminum one-over-one double-hung sash c.2000. Historic one-over-one double-hung aluminum sash remain on the north, east, and south elevations of the 1946-1949 wing. Historic steel sash, including divided-lite double-hung sash, steel factory sash with fixed and awning casements, and basement hopper casements remain intact at the east and south courtyard and alley elevations. Historic glass block windows remain in place on the 1940-1941 and 1946-1949 wings.

The façade establishes a design template followed in each expansion: end bays articulated as projecting pavilions framing fields of repeating bays. The corner pavilions feature fluted pilasters rising into parapets that step back in a subtle ziggurat form. A single large opening typically occupies the first floor between the pilasters, with two double-hung windows at the second floor above. Spandrel panels between the first and second floors feature an elaborate frozen fountain and sunburst motif with stylized foliage and flowers. The pier between the second floor windows is ornamented with fluted panels that run up the full height of the parapet. A decorative panel set into this element features stylized foliage, flowers, and birds meant to evoke the coca plant's native habitat in South America. The east pavilion of the façade contains the building's main entrance, framed by elaborate faceted terra cotta panels and sheltered by a canopy with richly-ornamented copper edge trim. The entry doors are of bronze with octagonal glazed lites protected by elaborate grilles. A grille over the semi-octagonal transom repeats a simplified version of the frozen fountain and sunburst design used on the pavilion spandrel panels. The façade features five bays between the corner pavilions. Each bay contains a storefront opening at the first floor level, now partially infilled by c.1968 concrete block. The storefront transoms consist of three single-lite sash originally fitted with etched glass in an Art Deco pattern. Three windows fill the second floor level of each bay and richly-ornamented spandrel panels occupy the space between the first and second floors. Similar ornament extends over the narrow pilasters separating the bays. A band of zigzag molding caps the second floor windows. The parapet consists of a single flat surface with the name "COCA COLA BOTTLING CO" in recessed gilt letters with octagonal plaques to either side.

The building features a clipped southwest corner that is treated like the adjacent pavilions. This corner was originally topped by a tall sign with incandescent electric bulbs. This sign included a central Coca-Cola bottle with a frozen fountain motif erupting from the top and cascading into clouds of bubbles at the base. A horizontal panel bearing the "Coca-Cola" script logo was positioned on top of the bottle and was later covered by a larger panel reading "DRINK Coca-Cola IN BOTTLES." This sign was removed c.1968.

The west elevation along Carrollton Avenue repeats the basic organization of the main façade. The 1930-1931 wing extends 11 bays with pavilions at the north and south, the 1940-1941 wing extends 10 bays, and the 1946-1949 wing extends 10 bays with pavilions at the north and south. While the corner pavilions match those on the façade, the intermediate bays feature simpler terra cotta designs. Pilasters feature stepped moldings framing three double-hung windows at the second floor level, with narrow terra cotta mullions between these openings and spandrel panels featuring a simple inverted ziggurat pattern between the first and second floors. The parapets feature a treatment matching that of the facade, with "COCA COLA BOTTLING COMPANY" on the 1930-1931 and 1946-1949 wings and a large script "Coca-Cola" on the 1940-1941 wing. First floor treatments vary by wing. The 1930-1931 wing features a mix of double-hung window openings matching those of the second floor, original wood garage doors with

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diamond-shaped glass panels, and a storefront opening in the south pavilion. The first floor of this wing is sheltered by a projecting coffered concrete canopy with Art Deco copper edging. The 1940-1941 wing features large glass block windows, one historic wood garage door window diamond-shaped glass panels, and one modern replacement garage door. The southernmost bay contains a mezzanine overlooking the original shipping and receiving docks and features small double-hung window openings at grade and the mezzanine level. The 1946-1949 wing features a mix of double-hung window openings, glass block windows, and modern replacement garage doors. A section of the parapet at this wing has been replaced with smaller glazed brick units. The north pavilion includes a storefront bay matching that of the north elevation.

The north elevation of the 1946-1949 wing extends 16 bays along Old Tenth Street (now vacated) and features the same components seen on the west elevation except for pilasters at the wing's expansion joints that divide center 14 bays into three sections. In contrast to the other elevations, the north elevation's intermediate pilasters stop at the head of the first floor windows. These windows originally presented a wide swath of storefront-like glazing between the corner pavilions, interrupted only by the two expansion joint pilasters. The storefront openings were partially infilled with concrete block in c.1968. Original aluminum transom sash remain in place in the upper parts of most openings. The parapet features a large script "Coca-Cola" logo.

The east elevation of the 1946-1949 wing extends 14 bays along Bellefontaine Street with pavilions at the north and south bays. The north pavilion forms the termination of the terra cotta from the north elevation, matching the pavilion around the corner. The rest of the façade is clad in buff brick above a granite base and limestone water table. The bays are marked by simple stepped pilasters and corbelled brick moldings cap the second floor windows. The parapet bears a terra cotta band reading "COCA – COLA BOTTLING COMPANY." like those of the other elevations, and two octagonal terra cotta plaques matching those of the other parapets are spaced to either side. The bays contain three evenly-spaced windows with a common limestone sill at the second floor level and the first floor either repeats this pattern or includes a single large glass block window.

The south and east elevations of the rest of the building are set back from the public way behind a strip of historic commercial buildings at 870-892 Massachusetts Avenue. These parcels have always been under separate ownership from the Indianapolis Coca-Cola Bottling Company Plant property. The building at 890-892 Massachusetts was demolished between 1962 and 1972 but the owner of that parcel is now constructing a new building of comparable size on the site. An alley historically known as Horton Place ran along the east elevation of the 1930-1931 and 1940-1941 wings between Massachusetts Avenue and Tenth Street. During the 1940s, the Indianapolis Coca-Cola Bottling Company acquired all of the block except 870-892 Massachusetts, clearing the land to allow the construction of the 1946-1949 wing. This area was re-platted as the Coca-Cola Bottling Company's Third Addition, creating a new alley along the back of 870-892 Massachusetts and Horton Place was rerouted along this line to Bellefontaine Street. After the construction of the 1946-1949 wing, an eight-foot brick wall was built along the northwest side of the alley to enclose a service courtyard for the Coca-Cola Plant.

The courtyard and alley elevations feature the same buff brick seen on the east elevation. The south elevation of the 1946-1949 wing features a concrete base and a mix of double-hung windows and glass

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block windows, all with limestone sills. The east elevation of the 1930-1931 wing and the 1940-1941 wing contain a mix of double-hung and fixed/awning casement steel sash windows. The southernmost bay of the 1930-1931 wing, located at the mouth of Horton Place, is treated as a corner pavilion and forms the termination of the terra cotta from the Massachusetts Avenue façade.

The building features a flat roof that is not visible from the ground. The roof is covered with built-up roofing and gravel. Elevator, stair, and mechanical penthouses are located toward the alley and courtyard elevations and are generally not visible from the street. A cylindrical brick chimney rises from the north end of the 1930-1931 wing and is visible from the street. The north part of the 1946-1949 wing features a raised penthouse containing large steel trusses from which the second floor is suspended, creating a clear-span first floor room that runs almost the entire length of the north elevation. The penthouse has sloped sides at the north and south and is covered with a black rubber membrane. The penthouse is visible from the public way.

The basement level consists of one main room at each wing, with smaller rooms along the perimeter in some areas. All areas have exposed concrete floors, cylindrical concrete columns, and exposed concrete beams and ceilings. The columns, beams, and ceilings are painted. The interior face of each exterior wall is clad in glazed brick, with radiused corners at window jambs. Steel hopper casements remain in place at the 1930-1931 wing, although many are covered by foam insulation board. Windows at the other two wings have been removed and the openings infilled with glazed brick. A terrazzo staircase (added 1939) with scrolled Art Deco metal railings descends below the grand staircase at the south end of the 1930-1931 wing. Utilitarian staircases are located at the north end of this wing, the northeast part of the 1940-1941 wing, and at the east and west sides of the 1946-1949 wing.

The first floor contains a vestibule and Stair Lobby opening from the main entrance on Massachusetts Avenue. The vestibule features yellow marble walls with inlaid black stripes with round plaques and a black marble base. The floor features a multi-layered concentric border of black and tan marble surrounding a rubber walk-off mat. Pairs of bronze doors with octagonal lites, transoms, and Art Deco grilles are present at the inner and outer walls. The side walls feature elaborate bronze radiator grilles. The ceiling features elaborate Art Deco ornamental plasterwork, with concentric bands of molding and trays as well as panels of stylized foliate and floral ornament. An original light fixture with opalescent glass shade is in place at the ceiling. The circular stair lobby features a terrazzo floor with a sunburst motif in orange, black, yellow, green, red, and black with brass divider strips. The walls are clad in tan marble with dark green marble base. Accents of yellow marble are present along the staircase, second floor balcony, and second floor walls, which also feature inlaid strips of black and white trim. The staircase curves up along the walls of the room and features tan marble treads and a two-tone bronze balustrade with Art Deco scrolls. The ceiling below the balcony is treated in a manner similar to that of the vestibule. An original Art Deco light fixture remains in place at this ceiling. The main ceiling features layers of ornamental plaster moldings and a central sunburst ceiling medallion from which descends an original metal pendant fixture. The Stair Lobby opens onto the Filler Machine Room, a public space that allowed consumers to view the sanitary modern machinery of the plant. This room features bronze-framed storefront glazing with dark green marble sills at the outer sides and interior glazed doors with ziggurat and sunburst-patterned grilles. The walls are clad in glazed tile in teal, white, pastel green, and yellow, with ziggurat-like door frames of dark red tile. The floor is of dark and light gray terrazzo in a

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checkerboard pattern with brass divider strips. The ceiling features an elaborate cornice of stylized flowers and fruit and a series of panels with a lattice and stylized flower motif. The room now contains two marble-clad counters that were not present in the 1930s. Original pendant light fixtures have been replaced with linear fluorescent lighting. The original General Offices are located north of the Stair Lobby and feature paneled wood walls, green marble base, travertine tile flooring, and a smooth plaster ceiling with a border of ornamental plaster. The north part of this wing contained bottling and shipping facilities and featured flat plaster and painted concrete ceilings, exposed cylindrical concrete columns, terrazzo floors, and glazed brick walls. The north service staircase set the pattern for staircases of the other wings: glazed brick walls, flat plaster ceilings, metal railings with cylindrical and twisted balusters accented with knuckles, and terrazzo floors, treads, and risers. Modern suspended ceilings have been installed in some areas. The first floor spaces of this wing retain a high degree of integrity to the building's period of significance. Many of the spaces appear to retain early paint finishes.

The first floor of the 1940-1941 wing contained a large indoor loading dock for shipping and receiving. Two garage doors opened onto driveways from Carrollton Avenue. The loading dock contained 17 truck bays and three garage doors on the north elevation of the 1930-1931 wing open onto this space. Toilet rooms, a staircase matching that of the 1930-1931 wing, and other small service spaces are located along the east side of the first floor and a mezzanine office is located at the southwest corner. The loading dock features terrazzo floors with brass divider strips, cylindrical concrete columns, painted concrete beams, suspended metal acoustical ceiling tiles with wood crown molding, light green glazed brick walls, and aluminum interior windows. Sometime after 1968, Indianapolis Public Schools built concrete block partitions to divide off the south three bays of the shipping and receiving docks from the seven northern bays. A wood-frame floor structure was built over the loading docks in the north section, providing a continuous floor level to accommodate a new use as a wood shop. New electrical and ventilation systems were installed below the original suspended ceiling but the space has seen few other alterations. The first floor of this wing retains a high degree of integrity even though some features are currently concealed by modern additions.

The first floor of the 1946-1949 wing contains three distinct sections. The southeast section extends east of the 1940-1941 wing with three bays fronting Bellefontaine Street. This section contains a large service elevator, boiler room, and other mechanical and service spaces. These spaces feature exposed concrete floors, light green glazed brick walls, and exposed concrete ceilings and beams. The glazed brick has been painted over in one room. The middle section of this wing is a drive-through loading dock fronting six bays on Carrollton Avenue and Bellefontaine Street, with garage doors centered on each end. The loading dock features terrazzo floors with brass divider strips, cylindrical concrete columns, painted concrete beams, suspended metal acoustical ceiling tiles, light green glazed brick walls, and aluminum interior windows. A lower drive lane extends through the center between the garage doors, with raised loading docks the north and south. A mezzanine office is located at the southwest corner. Staircases are located at the east and west ends of the north loading platform and are finished like those of the earlier wings except for the presence of suspended metal acoustical ceilings. Sometime after 1968, Indianapolis Public Schools built concrete block partitions and walk-in coolers on the north loading platform. The north section of this wing contains a large bottle filler room with smaller office and toilet room spaces in the east and west bays. The northwest corner room originally served as the chemistry laboratory. These smaller rooms feature light green glazed brick walls, suspended metal acoustical ceiling tiles, and terrazzo

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floors. The filler room is an immense open space approximately 243 by 72 feet. The column-free interior was created by suspending the second floor from rooftop trusses. The terrazzo floor is in a diamond checkerboard pattern with a two-layer border. Concrete patches indicate former machinery locations and openings to the basement level. The walls are clad in pink marble and feature large plate glass interior windows with narrow aluminum frames. Interior two-panel doors are of mill finish aluminum with glazed upper lites. The storefront-like windows on the north elevation retain their original aluminum transoms and appear to retain the frames for the lower sash that were infilled with concrete block c.1968. The room features a suspended perforated metal acoustical tile ceiling with integrated strips of linear light fixtures running north-south. Sometime after 1968, Indianapolis Public Schools divided the room into two sections with a concrete block partition along the western expansion joint line. A large walk-in cooler was built in the east room. The original light fixtures were abandoned and modern gymnasium lights were added in the west half while modern linear fluorescent fixtures were surface-mounted over the originals in the east half. Roof leaks have damaged many of the original metal ceiling tiles in this room.

The second floor of the 1930-1931 wing contains the upper part of the Stair Lobby as well as executive offices along the Massachusetts Avenue façade. The second floor landing of the Stair Lobby features chevron-patterned terrazzo flooring and includes office space behind elaborate metal railings matching those of the stair. This area includes a toilet room with original pink and black tile floor and wainscoting and original yellow ceramic fixtures. The second floor office area features flush-panel metal doors with original grain-painted finishes in imitation of inlaid veneers of mahogany, birdseye maple, and ebony. A corridor opens from the Stair Lobby to serve the executive office suite. This corridor features a segmental barrel-vaulted ceiling with stripes of ornamental plaster, travertine marble walls with inlays of yellow and black marble and black and white checkerboard chevron strips, dark green marble base, and terrazzo floor of a checkerboard diamond pattern in two tones of greenish gray. Two private offices overlook Massachusetts Avenue and feature high-style interior finishes. Both rooms feature segmental barrel vaulted plaster ceilings with extensive ornamental plasterwork at the ceilings and tympana, walls paneled in flush inlaid walnut veneer paneling, and dark green marble base. The offices were originally carpeted and now retain modern commercial carpet. The two private offices are connected by a dressing room and common toilet room. The dressing room features high-style hardwood veneer paneling matching that of the offices, with a tray ceiling including ornamental plaster and an original pendant light fixture. The southwest corner of the room includes a built-in refrigerator clad in matching paneling with inset Art Deco chrome grilles around the original condensing units. The toilet room floor and walls are covered in art tile in amber and black, with a strip of Mediterranean-inspired painted tiles above the base, a zig-zag tile frieze and crown molding of black tile. The room retains its original fixtures of bright mint green ceramic. An original medicine cabinet, light fixture, and storage rack remain in place at the north wall. The ceiling features raised plaster moldings. The southwest corner of the second floor contains a space originally designed as an employee lounge. It is finished in a manner similar to the private offices, with bookmatched hardwood veneer paneling, quarter-sawn oak crown molding, dark green marble base, and a flat ceiling with a diaper pattern of ornamental plaster forming panels with bear shields at their center. The plaster ceiling has sustained some water damage along the façade. Modern commercial carpet covers the floor. The office suite retains a high degree of integrity and later modifications consist mainly of surface-mounted light fixtures, wire mold, and conduit. Many of these spaces appear to retain early paint finishes. Immediately north of the office wing is the original laboratory, where tests of Coca-Cola formulas were conducted. This space follows the angle of Massachusetts Avenue, with uneven clipped

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corners at the west and north. The room's ceiling extends above the roof of the building to form a clerestory or cupola, with steel sash windows at all sides, now boarded over at the exterior. The walls are clad in light green and black tile with a variety of triangular ornamental patterns and the floor features green and white tile in a geometric pattern. The original flat plaster ceiling was later covered by acoustical ceiling tiles. Sometime after 1968, a suspended acoustical ceiling was installed to conceal the clerestory and furring and plywood paneling were installed to conceal the tile walls below this ceiling. The rest of the second floor of this wing originally contained the advertising department along the west elevation and a large open storage area. These spaces feature glazed brick walls, terrazzo floors, glass block interior windows, cylindrical columns, and exposed painted concrete beams and ceiling decks. A few original Art Deco pendant fixtures of the "schoolhouse" form with inverted ziggurat cylindrical globes remain. Modern partitions, suspended ceilings, and linear fluorescent fixtures were added to the space after 1968. The second floor of this wing retains a high degree of integrity to the period of significance and most unsympathetic additions can be easily removed.

The second floor of the 1940-1941 wing includes toilet room and service spaces along the east elevation, offices along the west elevation, and a large open storage area and corridor in the middle. The southwest corner of this floor contains the Social Lounge Room, designed as a gathering place for employees. This room features high-style interior finishes reflecting the influence of the Art Deco and Art Moderne styles. The walls are paneled in bookmatched maple veneer plywood with the grain running horizontally and interrupted by chrome strips at three levels. The walls are trimmed by pink marble base and wood crown molding. The floor is of yellow, green, pink, and blue-gray terrazzo with an edge border and a large central compass rose. The ceiling retains its original suspended acoustical tile ceiling, original linear fluorescent light fixtures with Art Deco etched lenses and streamlined aluminum cases, and two large circular ceiling diffuser grilles. The interior windows retain their original built-in window shades. The offices have a consistent interior finish, with bookmatched hardwood veneer plywood with the grain running horizontally, pink marble base, yellow terrazzo floors with green terrazzo borders, suspended metal acoustical tile ceilings with large circular diffuser grilles. The four northern offices were altered c.1990 with the addition of gypsum board to the walls and modern suspended acoustical ceiling tiles. The six other offices remain largely unaltered. The center of this floor contains a large open room designated as a storage space on the original construction documents. This space served as a circulation space for the adjacent offices and may have included file storage. The south section east of the Social Lounge Room features yellow and green terrazzo flooring while the open storage area features white and gray terrazzo. Walls are clad in light green glazed brick, interior windows are of mill finish aluminum, and interior doors and frames are of metal painted an olive green color. The original suspended metal acoustical ceiling tile remains in fair condition and retains its wood crown molding and original linear fluorescent light fixtures with Art Deco cases. A service elevator is located at the northeast corner. All other spaces at this wing are finished like the open storage area. The toilet rooms retain their original marble toilet partitions with metal stall doors bearing early stenciled lettering reading "FLUSH TOILET PLEASE". Most of the spaces in this wing appear to retain early paint finishes.

The second floor of the 1946-1949 wing consists of several distinct sections. The southwest corner contains a large room that originally served as a cafeteria. This room has green glazed brick walls, a white and gray terrazzo floor with yellow and dark green borders, cylindrical columns, and a suspended metal acoustical tile ceiling. Interior windows are of glass block and plate glass with aluminum frames. The

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northwest corner contains the original bacteriology laboratory, featuring the same finishes as the cafeteria. The south part of this wing east of the 1940-1941 wing contains service spaces including the upper part of the first floor boiler room. All of these spaces feature light green glazed brick walls, concrete floors, and painted exposed concrete beams and ceiling decks. Most of this wing is devoted to a large open room measuring roughly 243 by 172 feet. This room feature cylindrical columns that appear to retain early paint finishes of an olive green dado, cream upper level, and brown and orange banding. The floor is of white and gray terrazzo and the walls are clad in light green glazed brick. The original suspended metal acoustical tile ceiling remains in place, with several areas of damage and loss due to roof leaks. The northern part of this room contains a partitioned cooler that originally housed syrup drums, syrup tanks, and a conveyor belt. The syrup from this room fed lines to machines in the large filler room at the first floor below. This cooler is set one bay in from the north wall and extended 12 of the 14 bays of the large room's width. The western bay of the cooler was demolished sometime after 1968. The northwest corner of this wing contains an office or conference room finished in the same manner as the southwest room. Many modern frame partitions were built within the western third of this wing after 1968. The northeast corner of this wing contains a series of enclosed offices with green glazed brick walls, white and gray terrazzo floors with green borders, and original suspended metal acoustical tile ceilings. The original metal ceilings have suffered damage from roof leaks. A small number of original linear fluorescent light fixtures with star-shaped cutouts in the end panels of the cases remain intact. Staircases at the east and west ends of this wing are finished in the same manner as those of the earlier wings except for the use of suspended metal acoustical tile ceilings instead of flat plaster. Most of the spaces in this wing appear to retain early paint finishes.

Overall, the building interior retains a high degree of integrity, with most additions and alterations dating from after the period of significance being easily removable.

Garage No. 1 (1930/1936)

Garage No. 1 is a one-story brick building with a white glazed terra cotta façade fronting Carrollton Avenue. [Photos 27-28] The façade is divided into seven bays and features terra cotta components following the design of the main building. Most bays contain banks of three one-over-one double-hung wood sash windows. Pilasters feature stepped sides and a continuous band of zigzag molding extends across the window lintels. The two garage doors are located in the second bays from the north and south ends. These are trimmed by fluted pilasters and feature raised parapets using the same components and configuration as the corner pavilions of the main building. The space immediately above the garage door openings contained a series of tapered panels with a chevron pattern. This element is intact at the south garage door but was removed from the north garage door sometime after 1968. The parapets of the north and south bays bear gilt lettering spelling "GARAGE" while that of the center bays reads "COCA COLA BOTTLING COMPANY". The façade retains its original wood sash windows but the exterior doors are modern replacements. A two-story addition was built on the north side of the garage in 1936. The façade of this addition is divided into three bays and repeats the terra cotta pilasters and moldings from the corners of the original façade. The first floor retains original wood sash windows and modern replacement doors. The second floor façade retains original steel casement sash. The terra cotta façade returns one bay on the north elevation on Ninth Street. The building's north and south side elevations are clad in buff brick with limestone window sills. Windows at these elevations have been replaced with modern aluminum double-hung sash and all doors are modern replacement doors. The building has a side-gabled

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roof over the five center bays and flat roofs over the north and south bays and the 1936 addition. The roof surfaces are not visible from the public way.

The interior features yellowish-tan glazed brick walls, exposed concrete floors, exposed steel roof trusses, and exposed metal roof deck. The interior of the 1930 wing consists of a large open room with smaller partitioned spaces at the southwest corner. The 1936 wing contains a single large room at each floor. The first floor interior matches that of the 1930 wing except for its exposed painted concrete ceiling deck. The second floor room has plain buff brick walls, an exposed concrete floor, and a flat plaster ceiling in poor condition. Overall, the building retains a high degree of integrity.

Garage No. 2 (1938)

Garage No. 2 is a one-story brick building with a white glazed terra cotta façade fronting Carrollton Avenue. [Photos 28, 31-33] The façade is identical to the 1930 wing of Garage No. 1, but with a façade of six bays rather than seven. The same alterations are present at the north garage door. Wood sash windows remain at the terra cotta façade. The terra cotta façade returns one bay on the south elevation on Ninth Street. The rest of the south elevation and the south bay of the west elevation are clad in buff brick with limestone window sills. Windows along the south elevation include recessed brick panels within larger openings and contain a central divided-lite steel factory sash. The west and north alley elevations are clad in red brick and feature divided-lite steel factory sash. The building has a side-gabled roof over the center bays and flat roofs over the north and south bays. The roof surfaces are not visible from the public way.

The interior features unpainted red brick walls, exposed concrete floors, exposed steel roof trusses, and exposed wood roof deck. The interior consists of a large open room with two smaller enclosed rooms to the west originally used as paint shops. A modern paint booth enclosure was built in the middle of the main room after 1968. Overall, the building retains a high degree of integrity.

Garage No. 3 (1941)

Garage No. 3 is a one-story brick building with a white glazed terra cotta façade fronting Carrollton Avenue. [Photos 28, 31-34] The façade is identical to the 1930 wing of Garage No. 1, but with a façade of eight bays rather than seven. The same alterations are present at the north garage door. Wood sash windows remain at the terra cotta façade. The terra cotta façade returns one bay on the north elevation on Old Tenth Street, where the parapet bears the "Coca-Cola" script logo in raised gilt letters. The rest of the north elevation and the north bay of the west elevation are clad in buff brick. Windows along the brick section of the north elevation have been removed and infilled with tan brick. The west and north alley elevations are clad in red brick and feature divided-lite steel factory sash. The building has a side-gabled roof over the center bays and flat roofs over the north and south bays. The roof surfaces are not visible from the public way.

The interior features unpainted red brick walls, exposed concrete floors, exposed steel roof trusses, and exposed wood roof deck. The interior consists of a large open room with two smaller enclosed rooms at the southwest corner originally used as paint shops. Overall, the building retains a high degree of integrity.

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Garage No. 5 (1954)

Garage No. 5 was built in 1954 as an addition to the rear of Garage No. 1. Six residential buildings on the site were demolished c.1927 and c.1940 and an alley between the site and Garage No. 1 was vacated and closed sometime after 1936. Philip A. Weisenburgh designed a storage building for the site in 1940 but the project was never realized. Instead, the site was enclosed by a brick wall 7'-8" high, trimmed with stone coping. Slots were left at the interior face of the wall to allow the placement of steel columns for the eventual construction of a building. Construction documents for the present Garage No. 5 are dated September 1944 but the project does not appear to have been realized for another ten years. A second set of construction documents, with revisions noted on top of the 1944 drawings, was issued and certified by Weisenburgh in November 1953 with clarifications in February 1954. The 1956 Sanborn Map for the site lists the building's construction date as 1954. No aerials or maps between 1941 and 1956 are available. The building suffered extensive alterations after the sale of the property to Indianapolis Public Schools in 1968.

Garage No. 5 was designed as a rear addition to Garage No. 1; while all other buildings in the complex feature glazed terra cotta facades, Garage No. 5 is clad entirely in buff brick like that used on secondary elevations of the other buildings in the complex. The building's exterior features a concrete base and buff brick walls with limestone coping. The north elevation is divided into five bays, with pilasters and a slightly raised parapet framing a garage door opening in the center bay. The other bays each contain a window opening, originally filled with glass block but now containing modern aluminum replacement sash. All exterior doors appear to be post-1968 modern replacements. The west elevation extends 11 bays along the former line of Edison Avenue (now vacated). Each bay originally contained a glass block clerestory window with the sill roughly 7'-8" above grade, the center window being framed by pilasters and a slightly raised parapet like that on the north elevation. Sometime after 1968, Indianapolis Public Schools removed the windows of this elevation and cut 11 garage door openings in their place. The south elevation contains a garage door opening with a modern overhead door and a smaller door with an original steel door in poor condition. The exterior brick is currently painted yellow on the west and south elevations.

The interior features white-painted brick walls, exposed concrete floors, exposed steel roof trusses, and exposed metal roof deck. The interior consists of a large open room with two smaller enclosed rooms at the southwest corner originally used as paint shops. The building's integrity has been compromised by extensive alterations after 1968, rendering it non-contributing.

735-747 N. College Avenue – 747 Apartments, 2016-2017 NC

In 1981, 735 N. College Avenue contained a 1913 commercial building that was rated contributing. 739 N. College Avenue contained a c.1913 commercial building that was rated contributing in 1981. Both buildings were demolished c.1994 and a new building was built on the site during 2016-2017. [Photo 26]

501 N. East Street – John J. Barton Annex, 1969-1971 C

This building is part of a historically functionally-related complex listed under 555 Massachusetts Avenue. [Photo 13]

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620 N. East Street – Trowel Trades Building , 1950 C

This 1950 union hall building was rated non-contributing in 1981 because it was less than 50 years old at that time. [Photo 14, extreme right] The building's symmetrical brick façade features a central recessed entrance flanked by stripped classical fluted limestone pilasters and a frieze bearing the name "TROWEL TRADES BUILDING". To either side of the entrance are tall, narrow windows, beyond which are larger rectangular window openings. The present windows are clear-anodized aluminum replacements that fill the historic openings. The building features a façade of warm gray and bright red brick with limestone accents. The lower part of the façade is clad in warm gray brick, topped by a belt course of limestone aligned with the window sills. The brick veneer between this band and the head of the windows is a bright red brick. A matching limestone band accents the head of the windows, above which is a parapet of warm gray brick accented by two bands of red brick band a limestone coping. A cornerstone at the north end of the façade reads "1950 AD". The building was sensitively rehabilitated for use as a restaurant in 2014.

728 Fulton Street – Chauncey Aldrich House, c.1875 C

This two-story frame house was built c.1880. The house was occupied by carpenter Chauncey Aldrich from at least 1876 to 1888.¹² [Photo 24, left] Aldrich previously occupied a frame cottage at what is now 725 E. St. Clair Street from the 1860s through 1875. The house's address was 364 Railroad Street in the 1880s, changed to 652 Railroad in the 1890s and to 728 Fulton Street in 1898. The two-story T-plan house features a projecting gabled section on the south half of its façade, containing two windows at each floor, with a side-gabled wing to the north containing a shed-roofed porch with exposed rafter tails. All windows are four-over-four vinyl replacement sash set within historic wood frames. Two separate entrances with half-glazed wood entry doors are present under the porch. The walls are clad in wood clapboard siding with simple corner boards. The eaves feature exposed rafter tails and the roof is covered in asphalt shingles. A shed-roofed rear addition contains a garage accessed off Walnut Street (an alley in this block). The house retains a high degree of integrity despite the replacement sash.

419 Hudson Street – demolished, excluded

In 1981, this site contained a c.1887-1898 house that was rated Contributing. The house was demolished sometime between 1986 and 1991 and the site has been a parking lot since that time. It is part of the parcel with 418-420 N. Alabama Street. Because all resources on this quarter block have been demolished, the district boundary has been adjusted to exclude this site. [Photo 4]

527 Leon Street – double house, c.1880 C

This brick double house was built c.1880. [Photos 16-17] The west façade of the central block features four evenly-spaced window openings at each floor. The house is capped by a low hipped roof with projecting eaves enclosed by plain soffits. These openings have segmental-arched heads, projecting stone sills, and contain one-over-one double-hung windows. The north and south elevations are divided into two distinct bays. The western section contains a blank wall with a door opening at the first floor. The opening features a segmental-arched head and contains a four-panel door with transom, the upper two panels being glazed lites. The eastern section of the elevation contains a projecting section with a first floor door and second floor window facing west, matching those already described. The north and south

¹² "Result of a Vicious Life," *Indianapolis Journal*, 23 May 1888, 8.

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elevations of these projections feature two windows at each floor. The inside corner formed by the projection contains a concrete terrace at each side. These terraces mark the site of lost side porches. The rear of the site contains a non-contributing c.1997 garage.

531 Leon Street – The Alberta Flats, c.1911 C

The Alberta Flats is a rectangular two-over-two flat building clad in red brick veneer. [Photos 16-17] The exterior features segmental-arched brick openings and a low-slope shed roof concealed by a raised parapet with glazed terra clay tile coping. The west façade is fronted by a hipped-roof porch that is now missing its roof. The three square brick columns rise from the brick foundation and the concrete porch deck and steps remain in place. The symmetrical façade features two door openings at each outer side, one leading to the first floor unit and one to the second floor flat, along two wide one-over-one double-hung windows toward the center. Above these windows are larger paired one-over-one double-hung windows. The upper parapet is accented by a soldier course with alternating projecting bricks. The south elevation along the alley features window units matching those on the second floor of the façade, two being present at each floor.

333 Massachusetts Avenue – 3Mass, 2008 NC

This infill building, designed by Schmidt Associates, architects, was built in 2008 on a site that was a parking lot in 1981. [Photos 1-3] A 1983 proposal for a seven-story Late Modern / Post Modern infill office building on the site, also designed by Schmidt Associates was not realized.¹³

350 Massachusetts Avenue – Marietta, 2016-2017 NC

This infill building, designed by Axis Architecture, was built during 2016-2017 on a site that was a parking lot as of 1981. [Photos 002, center; 003, extreme right] It was named for the Marietta Flats (1904-1905, demolished 1966), built by Marietta Davis, which had replaced buildings built during the Civil War.¹⁴

413 Massachusetts Avenue – Phi-Dan-Ste Buidling, c.1996 NC

This four-story infill building was built c.1996 on the site of a c.1887-1898 commercial building. [Photo 5] Its name reflects the compound naming of the connected Wil-Fra-Mar Building and commemorates the names of the builder's family members. Designed by Schmidt Associates, architects, the building includes contextual scale and materials along with a composition and details reflecting Post Modern Neo-Traditionalism of the 1990s.

500-570 Massachusetts Avenue – Penrose on Mass, 2017-2018 NC

In 1981, this site contained three non-contributing buildings that formed the headquarters of the Indianapolis Fire Department. These included a building (1977) at 501 N. New Jersey, and two buildings (1968 and 1969) at 555 N. New Jersey Street. These buildings were demolished in 2017 and a new six-

¹³ Steve Hall, "Building Will Boost Massachusetts Ave," *Indianapolis News*, 1 October 1983, 17.

¹⁴ "Massachusetts Avenue Enjoying a Big Boom in the Building Line," *Indianapolis Star*, 13 April 1904, 3; "Wreck of a Mess," *Indianapolis News*, 14 September 1966, 57.

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story mixed-use development designed by Schmidt Associates, architects, was built on the site during 2017-2018. [Photos 5, center; 8, extreme right]

505-545, 575 Massachusetts Avenue – Millikan on Mass, 2012-2015 NC

In 1981, this site contained an open park and parking lots around 555 Massachusetts Avenue. A five-story infill building was built on the site in phases between 2012 and 2015. The building was named for the three-story Millikan Flats (c.1908), which stood on the site of 501-505 Massachusetts Avenue and 402-426 E. Michigan Street until the mid-1960s.

555 Massachusetts Avenue – John J. Barton Apartments, 1966-1968/1969-1971 C

The John J. Barton Apartments, commonly known as the “Barton Tower,” is a historically functionally-related complex that was rated non-contributing in 1981 because it was not yet 50 years old. [Photos 1, 2, 5, 10-13, 20, 22-23, 26, 37] Designed by Evans Woollen III (1927-2016), the most significant Indianapolis architect of the Modern period, the complex is a key Modern landmark in Indianapolis and was the city’s first major public housing development since the New Deal. Woollen studied under Philip Johnson at Yale before returning to Indianapolis in 1955 to establish his own firm, Woollen Associates.¹⁵ The Barton Tower was among Woollen’s major works of the High Modern and Brutalist period, which also included Clowes Hall at Butler University (1961-1963, with John Johansen), the Musical Arts Center at Indiana University (1967-1968), and the Minton-Capehart Federal Building (designed 1965-1967, built 1972-1974). The Barton complex and the Minton-Capehart Federal Building, located two blocks apart, are Indianapolis’ most significant examples of Brutalist architecture and, with the Riley Center / Riley Towers development (1962-1963, Perkins & Will, architects), form a key concentration of significant Modern architecture in the northeast quadrant of downtown Indianapolis.

A model of the proposed main tower (1966-1968) was unveiled in January 1966.¹⁶ The 21-story building was completed in May 1968, with 247 one-bedroom units.¹⁷ The building was intended to provide housing for elderly, disabled, and poor residents among the thousands of households being displaced from downtown neighborhoods by urban renewal and highway construction projects. The building was among the projects featured in an exhibit of Modern American architecture in the American Pavilion at Expo-70 in Japan.¹⁸ The building also received a 1970 merit award for simplicity and land conservation from the Indiana Society of Architects.¹⁹ The complex was expanded between 1969 and 1971 by the construction of two additional buildings, the Barton Annex and a bridge building on pilotis connecting the two

¹⁵ The firm was renamed Woollen, Molzan & Partners in 1982 and was dissolved in 2011. Jordan Ryan, “Woollen, Molzan & Partners, Inc. Architectural Records, ca. 1912-2011,” Collection # M 1221, Indiana Historical Society, 2016, <http://www.indianahistory.org/our-collections/collection-guides/woollen-molzan-partners-inc-architectural-records>

¹⁶ “Unveils Model of Apartment,” *Indianapolis Star*, 20 January 1966, 1.

¹⁷ “Happiness for Oldsters is living in City’s New Apartment Project,” *Indianapolis Star*, 26 May 1968, 2.

¹⁸ “Names in the News,” *Indianapolis News*, 11 November 1969, 2.

¹⁹ “Architects’ Outstanding Work Cited,” *Indianapolis Star*, 18 October 1970, 44.

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buildings above East Street. The bridge wing was demolished in 1995 and the City of Indianapolis proposed selling the Barton complex to a private developer in 1999, but the effort was later abandoned.²⁰

The Barton Tower's exterior reflects the Brutalist strain of Modernism, with the style's namesake *béton brut* (raw concrete) providing a dramatic monolithic appearance. The west façade and east elevation are each divided into seven bays by projecting concrete columns. The fifteenth floor features inset balconies along resident common space. Above this level, the building steps outward, with the sixteenth through twenty-first floors overhanging to the east and west. Each bay of each floor features a row of aluminum-framed sliding ribbon windows. The original windows featured clear-anodized aluminum frames; the present 1990s replacements follow the overall design of the originals but have a bronze-anodized aluminum finish. Angled concrete spandrel panels occupy the space between the windows of each floor and provide a dramatic play of light and shadow across the façade. The first floor level features recessed variegated red brick panels and fully-glazed bays for the building entries set between the concrete columns. The east elevation matches the west façade except for the third bay from the north, which is a part of the building's core and features flat concrete wall surfaces and ribbon windows at every other floor. The north and south end walls are primarily solid concrete walls with varying texture between the beams at the floor lines and the vertical board-forming of the wall panels. The center of each of these ends features a projecting stair tower with ribbon windows running around all three sides at each intermediate landing. These windows provide dramatic lighting along the north and south elevations at night. The stair towers terminate in shed-roofed projections at the first level.

The Barton Tower retains its integrity of location, design, workmanship, and association. The demolition of the bridge building (1969-1971) in 1995 removed an important part of the complex designed by the original architect but left the tower itself as it had been completed in 1968. A controversial five-story infill building (known as the Millikan on Mass) was built over the tower's original park and parking lot between 2012 and 2015. This development does not touch the Barton Tower but currently conceals the south and east elevations within an open courtyard. The north elevation and west façade remain visible from Massachusetts Avenue and the upper floors remain visible for many blocks. [Photos 1-2, 5, 10-12, 20, 22-23, 26, 37] This development compromised the setting of the building and some of its feeling. The Barton Tower and the large minaret of the Murat Temple remain the key vertical landmarks of the Mass Ave corridor, framing the main axis of the street and providing dramatic day and night presences that aid in wayfinding and shape the district's sense of place.

The Barton Annex (501 N. East Street) exterior reflects the Brutalist strain of Modernism, with the style's namesake *béton brut* (raw concrete) providing a dramatic monolithic appearance. [Photo 13] The west façade and east elevation are each divided into 15 bays by projecting concrete columns. A circulation tower projects from the sixth bay from the north on the west façade. This tower features solid concrete walls on all sides except for a projecting pavilion with punched openings to the north and south and fully-glazed openings at each of the first six floors. These openings originally connected to the bridge building, demolished in 1995. The overall treatment of the concrete façade reflects that of the Barton Tower with ribbon windows and angled concrete spandrels, but features taller windows and alternating bays of

²⁰ John Strauss, "City to sell Barton apartment building," *Indianapolis Star*, 29 January 1999, 1.

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projecting and recessed parapets over the eighth floor. The original clear-anodized aluminum windows were replaced by bronze-anodized aluminum windows during the 1995 remodeling. That project attempted to add Post Modern era “curb appeal” by screening half of some bays of the west façade and east elevation with green-tinted curtain wall glazing while adding small projecting bay windows within others. The second, fifth, and seventh bays from the south and the fifth bay from the north originally featured recessed panels of red brick on the second through fifth floors with punched window openings alternating in location by floor. These panels were removed during the 1995 remodeling and were replaced by curtain wall in the same plane. The first floor originally featured a recessed loggia along the south part of the west façade. This was enclosed by storefront glazing during the 1995 remodeling. A small, four-story addition to the west façade was clad in green-tinted curtain wall and a new pentagonal entry canopy and pergola were added in front of the original loggia. The north and south elevations are of solid concrete with projecting stair towers. The stair towers feature full-height glazed openings aligned with the corridor on each floor.

The Barton Annex retains its integrity of location, design, workmanship, and association despite the 1995 remodeling’s attempt to mask its architectural significance. The demolition of the bridge building (1969-1971) in 1995 removed an important part of the complex designed by the original architect, but left the annex itself intact. The other aspects of the building’s setting have not changed substantially since its construction.

635 Massachusetts Avenue – commercial building, 1998 NC

In 1981, this site was a parking lot. The present one-story building was built in 1998. [Photo 20]

637 Massachusetts Avenue – commercial building, c.1909 C

The 1981 nomination incorrectly assigned this one-story commercial building a date of “c.1950.” [Photo 20] The site contained a one-story frame cottage dating from the 1860s or 1870s. A one-story brick storefront addition was built across the house’s front yard c.1909 for use as a saloon. The saloon was operated by John Hahn as of 1910.²¹ In the mid-twentieth century, the frame house was demolished and replaced by a one-story concrete block addition behind the brick façade. In the 1960s or 1970s, the building’s storefront windows and transoms were boarded over and an asphalt-shingled pent roof was added along the façade and side elevations, concealing the parapet. As of 1981, the building housed Larry-Vicki’s Frosty Tap. During the 1990s, the building housed a gay bar and disco known as Betty Boop’s Lounge and a business called the Mass Ave Trading Company. During 1998-1999, the building was rehabilitated as a restaurant in association with the construction of the adjacent building at 635 Massachusetts Avenue.²²

The building’s façade on Massachusetts avenue is clad in yellow brick with limestone trim and is divided into three bays. The center bay features a semi-elliptical-arched opening with a quadruple rowlock arch. A recessed knee wall of brick with a stone sill supports a storefront window with a semi-elliptical

²¹ “Morrison Hints at Big School Graft,” *Indianapolis Star*, 2 February 1910, 14; “License Inspector to Investigate Saloons,” *Indianapolis News*, 5 February 1910, 19.

²² Nelson Price, “From warehouse to Dream house,” *Indianapolis Star*, 31 October 1998, 52.

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transom. This opening is flanked by openings that appear to have historically been door openings with transoms above. Both now feature recessed red brick knee walls with limestone sills below single-lite windows with transoms above. The transom bar is aligned in all three openings, a feature evident in a 1981 photograph, when the openings were boarded over. The south opening was downsized by red brick infill along its north side sometime before 1981. The building's parapet steps back in three layers of brick corbelling, trimmed at the north and south ends by trapezoidal limestone pilaster caps, and the flat parapet is trimmed by sheet metal coping. The building retains a moderate to high degree of integrity and contributes to the historic character of the district.

643 Massachusetts Avenue – commercial building, c.1992 NC

In 1981, this site was a vacant lot. It formerly contained the Spades Place Block. The present two-story commercial building was built c.1998, reflecting a quieter strain of Post Modern Neo-Traditionalism, serving as a “background building” within the block. [Photo 20]

646 Massachusetts Avenue – office building, 1996 NC

In 1981, this site was a vacant lot. The three-story Coredgeoe Flats (1904, burned 1972), named for the owner's children Cora, Edna, and George, formerly occupied the site.²³ The present building, built on the northeast part of the site in 1996, reflects the Post Modern Neo-Traditionalism of the period, with a wide variety of exterior materials and openings. [Photo 20]

735-743 Massachusetts Avenue – New Arts Building, 2002 NC

This two-story commercial building was built in 2002 on a site that was a vacant lot in 1981.²⁴ [Photo 19, center]

757 Massachusetts Avenue – Beilouny Building, 2005 NC

This four-story building was built in 2005 on the site of a one-story 1929 Hook Drug Company drugstore building at 765-771 Massachusetts Avenue. [Photos 19, 23] The prior building housed The Abbey, a noted local coffee shop, from 1994 until its demolition in 2004.²⁵

760-776 Massachusetts Avenue – Firefighters' Credit Union, 2016-2017 NC

This four-story building was built between 2016 and 2017 on a site that was a vacant lot in 1981. The site formerly contained the three-story flatiron Moore Block (c.1876, demolished c.1978). [Photos 23, 26]

875 Massachusetts Avenue – Trailside Building, 2011-2012 NC

This four-story commercial building was built during 2011-2012. [Photo 37] In 1981, this site contained a c.1924 industrial building that had been heavily altered c.1980 and was rated non-contributing.

²³ “A Correction,” *Indianapolis News*, 16 August 1904, 12; “Massachusetts Avenue Shows Rapid Growth,” *Indianapolis News*, 26 November 1904, 24.

²⁴ Greg Chakrabarty, “Condo plan for Abbey site,” *Indianapolis Star*, 10 August 2002, 23.

²⁵ Greg Chakrabarty, “Condo plan for Abbey site,” *Indianapolis Star*, 10 August 2002, 23.

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890-892 Massachusetts Avenue – commercial building, 2017-2018 NC

This three-story mixed-use building was built between 2017 and 2018 on a site that contained a vacant lot in 1981. [Photo 37] The site's prior history reflects the neighborhood's evolution. The site formerly contained a three-story brick commercial building known as John F. Ruckle Hall or Bellefontaine Hall (1892, demolished between 1962-1972).²⁶ The building featured two storefronts and a third-floor hall originally occupied by the John F. Ruckle Post No. 165, Grand Army of the Republic and later by the Pythagoras Lodge of the Knights of Pythias.²⁷

Ruckle/Bellefontaine Hall was built on a former half-block suburban estate bounded by Massachusetts Avenue, Bellefontaine Street, Old Tenth Street, and the alley between Carrollton and Bellefontaine. The property was owned by Charles C. Gale, the division superintendent of the Cleveland, Columbus, Cincinnati & Indianapolis Railway.²⁸ In 1884, this line became the Cleveland, Cincinnati, Chicago & St. Louis Railroad, later known as the Big Four Route. The property contained an orchard and the Charles C. Gale House (c.1869). Gale occupied the house with his wife Eliza J. Gale, their children, his mother Rebecca Gale, servants, and boarders, until 1883. During this period, he platted the estate grounds as Gale's Subdivision of Out Lot 183 and several frame cottages had been built at the north end of the site by the late-1880s. Alice J. Schronz (widow of Joseph) operated the Gale House as a boarding house during the mid-1880s. In 1891, Jungclaus & Schumacher, contractors, purchased several lots of Gale's Subdivision, including those containing the Gale House.²⁹ About 1892, the Gale House was turned around to face west and moved to the west side of the lot, fronting the alley known as Horton Place or Horton Street. It was divided into a double house with the address of 903-905 Horton Place. The frontage along Massachusetts Avenue was covered by a one-story frame commercial buildings (1891, Jungclaus & Schumacher, builders) that were demolished to make way for the present commercial building (c.1929) at 870-888 Massachusetts Avenue.³⁰ The Gale House was moved or demolished c.1921, when a brick garage for the American Automotive Shop was built on the site. This garage was in turn demolished during the 1940-1941 expansion of the Indianapolis Coca-Cola Bottling Company Plant, when Horton Place was re-routed and the site became a part of an enclosed service courtyard.

314 E. New York Street – demolished

In 1981, this site contained a c.1887-1900 house/commercial building. The building was demolished as a part of the Lockerbie Marketplace redevelopment of the block during 1985-1986.

521 E. North Street – house, c.1887-1898 C

This two-story gable-front frame house was built sometime between 1887 and 1898. [Photos 16-17] The house is clad in wood novelty siding and rests on a brick foundation covered with stucco. The façade is divide into two uneven bays, suggesting a stair hall to the east and a parlor to the west. The east bay

²⁶ "A Recipe for Riches," *Indianapolis News*, 19 March 1892, 5.

²⁷ "Society Events," *Indianapolis Journal*, 29 January 1893, 11; "Lodge Taking in Many Members," *Indianapolis News*, 25 March 1893, 1.

²⁸ "A Recipe for Riches," *Indianapolis News*, 19 March 1892, 5.

²⁹ "Real-Estate Transfers," *Indianapolis Journal*, 17 February 1891, 7.

³⁰ "Local News Notes," *Indianapolis Journal*, 2 April 1891, 8.

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contains an incised porch open only on the north side, with a half-glazed horizontal-panel wood entry door centered on the rear wall and clapboard walls at the east and west sides. The west bay contains a large fixed-sash window. At the second floor level, a single one-over-one double-hung wood sash window is centered in each bay. The gable is clad in fish-scale shingles and contains a pair of single-lite casement sash centered on the façade. Above these windows is a bracketed projection of the gable, featuring a wooden cove between two brackets and a triangular perforated wood vent panel at the apex of the gable. The side elevation along Leon Street contains four windows at the first floor and three at the second floor, all one-over-one double-hung wood sash. The roof is clad in asphalt shingles.

602 N. Park Avenue – Tway Building, c.1955 C

This one-story industrial building was built between 1955 and 1956 for the Tway (pronounced “T-way”) Company, Inc., dealers rigging and lifting equipment. [Photo 18] The building’s façade along Park Avenue is clad in red brick with limestone window sills and coping. The façade features a central overhead door flanked by two windows to each side. These windows consist of four-lite steel factory sash except for the north bay, which contains a glass-block window over a steel entry door. The side elevation along North Street is of painted concrete block with glazed clay tile coping and features four bays of divided-lite steel factory sash windows, three overhead doors, and a single steel entry door.

612-614 Park Avenue – industrial building, c.1950 C

This industrial building was built c.1950 as an addition to 610 Park Avenue but was listed as a separate resource in the 1981 nomination. [Photo 18] It was rated non-contributing in 1981 because it was then less than 50 years old. The building’s façade along Park Avenue is clad in red brick with limestone window sills, coping, and lintels over doors. The façade is divided into seven bays. The south two bays are two stories in height and each contain a large window opening at the first and second floors, those of the first floor filled with glass block and those of the second containing a fixed single-lite sash next to a single-lite casement. An entry door is squeezed into the south end of the south bay, at the joint with 610 Park Avenue. This door and a matching opening in the third bay from the north are both framed by projecting brick pilasters and capped by limestone lintels with prominent keystones. The five northern bays are one story in height. The northernmost bay contains a metal overhead door and the remaining bays contain glass-block windows.

719 E. St. Clair Street – Missionary Tabernacle Church, 1926 C

The Missionary Tabernacle was built in 1926 on the site of an earlier frame house.³¹ [Photo 24] This Pentecostal congregation frequently held religious revivals.³² The small but active congregation and its modest building are representative of larger trends of the spread of Pentecostalism within Protestant Christianity during the early twentieth century. The building became the theatre and headquarters of IndyFringe in 2008. A rear addition was built in 2014.

The gable-front building rests on a foundation of rock-faced concrete block. A gabled central vestibule projects from the façade and contains a pair of modern steel entry doors. A single six-over-one double-

³¹ “Building Permits,” *Indianapolis Star*, 11 July 1926, 20.

³² “Series of Revival Services is Opened,” *Indianapolis Star*, 2 April 1929, 12.

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hung wood sash window is present on the façade to either side of the vestibule. All exterior wall surfaces are covered in stucco and the roofline is trimmed by a simple bargeboard. The south elevation along Spring Street is divided into four bays by three projecting pilasters. The east and west bays contain a pair of windows while the center bays each contain a single window, all six-over-one double-hung wood sash. A red brick chimney rises from the center of the south face of the roof. The gabled roof is clad in asphalt shingles.

721-723 E. St. Clair Street

This frame American Foursquare double house was built between 1908 and 1913 on the site of an earlier frame house. [Photo 24] It is a two-story house with a hipped roof, rusticated concrete block foundation, and vinyl siding. A one-story hipped-roof porch with square red brick columns and railings of orange-brown brick with limestone coping extends across the entire façade. Entrances for each unit are located to the east and west ends of the porch. The first floor façade is divided into two bays on each side, with a half-glazed wood entry door in the outer bay and a large one-over-one double-hung vinyl replacement sash at the inner bay. The second floor features paired one-over-one double-hung vinyl replacement sash centered over the first floor windows. A hipped-roof dormer extends from the north face of the asphalt shingle roof and contains four square, single-lite casement sash.

725 E. St. Clair Street – Themla Flats / Beerbower Apartments C

This wood-frame four-flat building was built between 1898 and 1903 on the site of an earlier frame house. [Photo 24] It rests on a brick foundation and is clad in wood clapboard siding. The gable-front façade is divided into three bays. A half-glazed paneled entry door is centered on the first floor, with two one-over-one double-hung wood sash windows in each of the outer bays. At the second floor level, the outer bays project as semi-octagonal oriel windows, with a one-over-one double-hung wood sash window centered on each face. The space between contains a partially-glazed paneled wood door leading to a balcony with a balustrade of square wood spindles. The tall gable features a recess with splayed sides at the center bay, containing two one-over-one double-hung wood sash windows. Simple wood modillions trim the underside of the second-floor oriels, the main cornice at the top of the second floor, and the undersides of the front gable. The second-floor projects at either side of the building and the modillioned cornices extend along both side elevations at the top and bottom of the second floor. The east elevation along Fulton Street contains two windows at each floor. The roof is clad in asphalt shingles.

509-511 E. Walnut Street – Garage, c.2002**NC**

In 1981, this site contained a c.1895 double house that was rated contributing. The house was demolished c.2002 and a new garage for the house at 639 N. East Street was built on the site.

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8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
-

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- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

COMMERCE

INDUSTRY

Period of Significance

c.1856 to 1971

Significant Dates

Significant Person (last name, first name)

(Complete only if Criterion B is marked above.)

Cultural Affiliation

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Architect/Builder (last name, first name)

D. A. Bohlen & Son

Bohlen, Oscar D. (1863-1936)

Bohn, Arthur (1861-1948)

Carr, Marrett L. (1887-1950)

Hoagland, George E. (born c.1874)

Pierre & Wright

Pierre, Edward D. (1890-1971)

Rubush & Hunter

Vonnegut & Bohn

Vonnegut, Bernard, Sr., (1855-1908)

Weisenburgh, Philip A. (1887-1972)

Woollen, Evans III (1927-2016)

Wright, George Caleb (1890-1973)

Period of Significance (justification)

The period of significance for the district has been identified as c.1856 to 1971. This covers the construction of the earliest documented resource, the Hervey Bates, Jr., House (c.1856-1857) at 323 N. Delaware Street and the completion of the latest contributing resource, the John J. Barton Apartments

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(1966-1968/1969-1971). This period covers the full scope of the district's development, which was followed by a period of decline and demolition during the 1970s and early-1980s. The district began a period of revitalization in the early-1980s that proceeded steadily for more several decades, reaching near-completion during the mid-2010s.

The 1981 nomination identified a period of significance of 1865-1930 for the district, but included a seemingly contradictory note that the Art Deco buildings of the Indianapolis Coca-Cola Bottling Company plant "1931 and later additions" (built in phases between 1930 and 1951) was contributing. The text of the 1981 nomination would suggest a period of significance for the Coca-Cola complex as 1930 to 1949. The updated period of significance for the district encompasses the entirety of contributing development within the district.

Criteria Considerations (explanation, if necessary)

None

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

The Massachusetts Avenue Commercial Historic District is located in downtown Indianapolis, Marion County, Indiana. Massachusetts Avenue served as a secondary downtown commercial corridor, in contrast to the dense wholesale and retail business core in the Wholesale District (NR 1982) along and south of Washington Street. The district is eligible for listing in the National Register of Historic Places under Criterion A and Criterion C. The district is associated with the broad pattern of late-nineteenth and early-twentieth century commercial development in the greater downtown areas of Indianapolis, in particular those satellite areas served by streetcars. The district is also significant for its architecture, including major landmarks designed by Indianapolis' most prominent architects as well as more modest and vernacular buildings reflecting trends seen in many Indiana cities. The importance of cultural centers and architectural works such as Das Deutsche Haus and the Murat Temple give the district statewide significance. The period of significance of c.1856 to 1971 covers the full scope of the district's development, which was followed by a period of decline and demolition during the 1970s.

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

The Massachusetts Avenue Commercial Historic District is eligible for listing in the National Register of Historic Places under Criterion A and Criterion C. The district is associated with the broad pattern of late-

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nineteenth and early-twentieth century commercial and industrial development in the greater downtown areas of Indianapolis. The district is also significant for its architecture, including major landmarks designed by Indianapolis' most prominent architects as well as more modest and vernacular buildings characteristic of the Central Indiana region. The period of significance of c.1856 to 1971 covers the full scope of the district's development, which was followed by a period of decline and demolition during the 1970s.

Architecture

The district is significant at the state level in the area of Architecture under National Register Criterion C, including major architectural landmarks designed by Indianapolis' most prominent architects as well as more modest and vernacular buildings characteristic of the Central Indiana region.

The 1981 nomination notes that "the individually architecturally significant buildings are among the most outstanding in the city... [and] help give the district a visual vitality." The nomination stresses that the district's character contributes to a sense of time and place, with individual works of locally-significant designers and resources possessing high artistic values. The high-style landmark buildings punctuate the Massachusetts Avenue corridor at regular intervals, providing a dramatic procession through the district as well as through the sequence of styles popular between the 1890s and the 1960s.

Das Deutsche Haus / The Athenaeum (1893-1894/1897-1898) at 401-415 E. Michigan Street is a major work by Vonnegut & Bohn, one of the city's most prominent architectural firms of the period. William L. Selm has made a compelling case for the classification of Das Deutsche Haus' architectural style as German Renaissance Revival, noting the association of this style with pan-German nationalism in the German Empire and with sentiment for shared cultural heritage among German-American immigrant groups.³³ The building's expressive exterior of red brick, limestone, terra cotta, slate, and sheet metal reflects the grandeur that could be achieved through the increasing academicism of *fin de siècle* architecture. The building was designated a National Historic Landmark in 2016.

The Murat Temple (1909/1922/1968) at 502-520 N. New Jersey Street was designed and built in three phases for the Ancient Arabic Order of the Nobles of the Mystic Shrine (AAONMS), an appendant body to Freemasonry that was renamed Shriners North America in 2010. Like other Shrine temples built across the country, the building's lavish exterior and interior were modeled on the design and ornamentation of Middle Eastern mosques and palaces. The Exotic Revival exterior combines elements from the Moorish Revival and Indo-Saracenic Revival styles in a manner characteristic of Romantic Orientalism, with a profusion of patterned brickwork, intricate terra cotta, art glass windows, minarets, domes, muqarnas, crescents, and horseshoe arches, lending the building a glamorous exoticism unrivaled in the city. The original building (1909) was designed by Oscar D. Bohlen of D. A. Bohlen & Son and contains the Murat Theatre, lobbies, and a basement hall, all sumptuously ornamented. The first addition (1922) was designed by Rubush & Hunter, a firm responsible for some of Indianapolis' most opulent buildings of the early twentieth century. This wing features a first-floor lobby and a second-floor assembly space known as the Egyptian Room, an outstanding example of twentieth century Egyptian Revival design. The north

³³ William L. Selm, Athenaeum (Das Deutsche Haus), National Historic Landmark nomination, 2015, 45-47.

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addition (1968), also known as the Murat Shrine Club, is a notable contextual Modern addition, picking up on elements of the earlier wings while incorporating a large mosaic tile mural on the north side elevation. The interior of this wing contained an “Egyptian” dining room and a large second-floor ballroom with a circular skylight 40 feet in diameter.³⁴ The building underwent a significant remodeling in 1995-1996 but the exterior remained largely unaltered except for the addition of a large mural and a new entrance to the west (rear) elevation along the former Ogden Street alley.³⁵

The district contains two significant examples of the Art Deco style, the Sears, Roebuck & Company Building (1928-1929/1931) at 333 N. Alabama Street and the Indianapolis Coca-Cola Bottling Company Plant (1930-1949) at 901 Carrollton Avenue. The Sears, Roebuck & Company Building is a notable work by the Indianapolis firm of Pierre & Wright, providing a skillfully-designed exterior to a standard store form and material palette employed by Sears in many cities during this period. The Indianapolis Coca-Cola Bottling Company Plant is an outstanding example of the Art Deco style executed by Philip A. Weisenburgh of Rubush & Hunter, a designer and a firm known for lavishly-ornamented projects. The four primary resources of the complex feature white terra cotta facades with high-style Art Deco ornament. The 1981 nomination stresses the architectural significance of the complex as “a unified architectural work” and “probably the finest Art Deco building in the city.” This unified architectural character was maintained by a continuity of design leadership over more than 25 years of development at the site. The main building of the complex also features luxurious Art Deco interiors in public and executive office spaces, with the rest of the interior treated with high-quality sanitary materials including terrazzo, glazed brick, marble, and a variety of metals.

The John J. Barton Apartments (1966-1968/1969-1971) at 555 Massachusetts Avenue was designed by Evans Woollen III (1927-2016), the most significant Indianapolis architect of the Modern period. The complex is a key Modern landmark in Indianapolis and a part of Woollen’s statewide collection of significant Modern works including Clowes Hall at Butler University (1961-1963, with John Johansen), the Musical Arts Center at Indiana University (1967-1968), and the Minton-Capehart Federal Building (designed 1965-1967, built 1972-1974). The Barton complex and the Minton-Capehart Federal Building, located two blocks apart, are Indianapolis’ most significant examples of Brutalist architecture and, with the Riley Center / Riley Towers development (1962-1963, Perkins & Will, architects), form a key concentration of significant Modern architecture in the northeast quadrant of downtown Indianapolis. Although the bridge building was demolished in 1995 and the Barton Tower and Barton Annex retain sufficient integrity of location, design, workmanship, and association to convey their architectural significance and the complex remains a key visual landmark of the Massachusetts Avenue corridor.

The Marott Building (1906) at 342 Massachusetts Avenue is one of Indianapolis’ best examples of the influence of the Chicago School, with large banks of windows grouped within stone frames to provide a bold geometric composition.

³⁴ “Names in the News,” *Indianapolis Star*, 2 February 1968, 29; “Shrine Club Opens,” *Indianapolis Star*, 12 December 1968, 58; “Murat Shrine Club Dedicated,” *Indianapolis Star*, 15 December 1968, 47.

³⁵ Steve Mannheimer, “Mural may mean hope for Murat,” *Indianapolis Star*, 12 November 1995, I-7; Kathy Matter, “Staging a Revival,” *Journal and Courier* (Lafayette, IN), 1 March 1996, TGIF-8.

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The commercial buildings (1872-1873) at 314-336 Massachusetts Avenue and the Chatham Place Block (1875) at 700-710 Massachusetts Avenue, the Knauff Block (1874) at 707-711 Massachusetts Avenue, and the commercial buildings (c.1865-1900) at 713-721 and 731-733 Massachusetts Avenue reflect the commercial adaptation of the Italianate style seen throughout Indiana from the 1860s through the 1890s. Indianapolis Fire Engine House No. 8 (1871) (now called the Station No. 2 Fire Museum) at 748 Massachusetts Avenue is a notable example of an Italianate fire station and is the last surviving example of a station type once seen in many Indianapolis neighborhoods.

The Baker Apartments / MassAla Building (1905) at 337-345 Massachusetts Avenue, the Massachusetts (c.1905) at 421-427 Massachusetts Avenue, the Davlan (1915) and the Avenue Hotel (1912/1913) at 424-448 Massachusetts Avenue, and the Argyle (1911) at 600-622 Massachusetts Avenue are notable early twentieth century apartment buildings with first-floor storefronts, reflecting the eclectic range of styles common during this period. The Alexandra (1901-1902) and the Richelieu Apartments (1904, C. A. Wallingford, architect³⁶) are notable examples of Classical Revival flat buildings of a form and style once common in the area surrounding the district, many examples of which were demolished during the last half of the twentieth century.

Commerce

The district is significant at the local level in the area of Commerce under National Register Criterion A, reflecting events that have made significant contributions to the broad patterns of our history. Massachusetts Avenue was a significant Indianapolis commercial corridor with growth and change reflecting the evolution of Midwestern commerce between the 1860s and the 1960s. Indianapolis' commercial boom of the post-Civil War period is reflected in the district's early commercial buildings and the city's ongoing growth and development are seen in the early twentieth century mixed-use buildings suited to a bustling metropolis served by electric streetcars and connected to the surrounding state by the most comprehensive interurban electric light rail system ever built in the United States. A 1910 article in *Forward!*, a magazine published by the Indianapolis Commercial Club, highlighted "The Big Retail Business District of Massachusetts Ave."³⁷ The Marott Building (1906) at 342 Massachusetts Avenue reflects a conscious attempt to lure department stores from Washington Street and the Wholesale District to Indianapolis' secondary commercial corridors.³⁸ Marott's store operated from 1908 to 1914, when it was sold to a cooperative department store that closed in 1916. Although the Marott Building was remodeled to house offices in 1924, it set a precedent for the location of a department store in the

³⁶ Charles Augustus Wallingford (1854-1909) practiced architecture in Indianapolis from the late-1870s to 1887 and from 1896 until his death. He was among a group of young Indianapolis architects who went to Minneapolis-St. Paul, Minnesota, during an 1880s building boom, practicing there in partnership with Edgar J. Hodgson and Allen H. Stem. Among Wallingford's contemporary apartment projects were the Delaware Flats (1903) at 501 N. Delaware Street and the matching Vendome Flats (1903) at 505 N. Delaware Street, later combined as the Hotel Barton (Barton House Hotel). "Model Flat Buildings With Inviting Lawns Attached," *Indianapolis Star*, 24 April 1905, 4; Jacob Piatt Dunn, *Greater Indianapolis*, Vol. II (Chicago: Lewis Publishing Company, 1910), 961-962.

³⁷ *Forward!*, Vol. 111, No. 4 (November 1910), 1.

³⁸ Libby Cierzniak, "Indianapolis Collected: Bringing the masses to Mass Ave," *Historic Indianapolis*, 30 May 2015, <http://historicindianapolis.com/indianapolis-collected-bringing-the-masses-to-mass-ave/>

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neighborhood, seen by the construction of the Sears, Roebuck & Company Building (1928-1929/1931) at 333 N. Alabama Street.³⁹ The Indianapolis Coca-Cola Bottling Company Plant (1930-1949) at 901 Carrollton Avenue was primarily a manufacturing and distribution facility serving retailers and restaurants throughout the Indianapolis area but was designed with commercially-focused features to promote the Coca-Cola brand. These included integrated terra cotta signage, a dramatic corner sign illuminated by incandescent electric bulbs, and large plate-glass storefront windows showing the sanitary process by which sterilized bottles of Coca-Cola were filled by fully-automated machines, having no contact with human hands. This last feature addressed widespread societal concerns about food safety in the wake of early twentieth century revelations about the unsanitary, unsafe, and inhumane practices in modern food processing and manufacturing.

Aside from these large landmark commercial buildings, most of the district's fabric consists of smaller commercial buildings and apartment buildings with first-floor storefronts. These housed a wide variety of smaller retail and service businesses as well as restaurants, bars, and other entertainment venues. This mixed-use urban environment reflects patterns of commercial development common in cities throughout Indiana up until World War II. The district provides one of the most intact stretches of a historic commercial streetscape in Indianapolis and is distinct from the fabric of the Wholesale District, which is dominated by larger buildings for department stores and wholesale and jobbing companies.

The district saw a decline in commercial activity after World War II, as businesses followed suburban flight to Marion County's outlying townships. The area's long decline was punctuated by the closing of the Sears store in 1983.⁴⁰ Revitalization efforts began about 1980 and expanded during the 1990s, as local businesses began to return to the neighborhood. By the mid-2000s, the district had become Indianapolis' flagship hip urban neighborhood and a model for place-based revitalization throughout the state.

³⁹ "The Co-operative Department Store," *Indianapolis Star*, 18 April, 1907, 3; Libby Cierzniak, "Indianapolis Collected: Bringing the masses to Mass Ave," Historic Indianapolis, last updated 30 May 2015, <http://historicindianapolis.com/indianapolis-collected-bringing-the-masses-to-mass-ave/>

⁴⁰ Kathy Whyde, "Closing of Sears store evokes many memories," *Indianapolis Star*, 22 July 1983, 19.

Developmental History/Additional historic context information

Context

Indianapolis was laid out in 1821 as Indiana's new capitol city and became the seat of government in 1825. The city grew gradually until the 1840s and became the largest city in Indiana during the 1850s. Indianapolis served as a major crossroads of the expanding national railroad network between the 1840s and the 1870s and experienced a commercial boom during the late-1860s and 1870s. The city continued to grow steadily into the 1920s and expanded greatly in 1970 during its merger with Marion County, known as Unigov.

Development

Massachusetts Avenue saw limited commercial development before the 1860s, this being concentrated mostly in the first two blocks between the intersection with Pennsylvania and Ohio Streets and the intersection with Alabama and Vermont Streets. Indiana Avenue, the northwest diagonal avenue, had a similar pattern of development by this period. By contrast, Kentucky Avenue, the southwest diagonal, and Virginia Avenue, the southeast diagonal, began at Washington Street—the National Road and the city's primary business thoroughfare—and featured dense construction of brick business blocks in the first block between Washington and Maryland Street.

After the Civil War, Indianapolis experienced a commercial and population growth boom. The Indianapolis Street Railway extended a line up Massachusetts Avenue and New Jersey Street to Fort Wayne Avenue in 1865 and extended the Massachusetts line to present-day Tenth Street in 1866.⁴¹ The Massachusetts Avenue corridor saw significant commercial development during the 1870s and 1880s. By 1887, brick commercial buildings lined much of the avenue's first six blocks, running from the intersection of Pennsylvania and Ohio Streets to the intersection with St. Clair Street and Noble Street (now College Avenue). These buildings were mostly of two or three stories in height and were intermixed with older houses and frame commercial buildings.

Between 1900 and 1915, Massachusetts Avenue saw significant development. A 1904 article called it "a typical business street of secondary importance for a thriving city," noting that "the business of the avenue has taken a phenomenal start and has grown at a surprising rate in the last year."⁴² The construction of the city's new post office at Pennsylvania and Ohio Streets and the development of interurban electric light rail lines, many passing over streetcar tracks on Massachusetts Avenue, were seen as drivers of development for the area.⁴³

By 1915, the Massachusetts Avenue corridor had reached the peak of its historic development. The first four blocks—extending to the intersection with North and East Streets—had almost entirely filled in with modern brick, stone, and terra-cotta-fronted buildings of two to five stories, most with first-floor retail space and upper floor offices or apartments. Two old frame houses remained along this length, along with

⁴¹ "City News," *Indianapolis Daily Herald*, 20 October 1866, 4.

⁴² "Massachusetts Avenue Shows Rapid Growth," *Indianapolis News*, 26 November 1904, 24.

⁴³ "Massachusetts Avenue Shows Rapid Growth," *Indianapolis News*, 26 November 1904, 24.

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ten small frame commercial buildings. Similarly substantial commercial and apartment buildings lined roughly three quarters of the lengths of the fifth and sixth blocks—extending to the intersection with St. Clair Street and Noble Street (now College Avenue)—with some older houses and frame commercial buildings mixed in. The seventh, eighth, and ninth blocks—extending to the intersection with Tenth and Davidson Streets—saw similar development accounting for roughly one third of their length, with a mix of older houses and frame commercial buildings filling in the rest.

Ethnic Heritage

The district is associated with the growth of Indianapolis during the period of significance, an era that saw significant immigration and migration to the city. Perhaps the most notable example of a building with a clear ethnic association is Das Deutsche Haus / The Athenaeum at 401-415 E. Michigan Street, a large social club for German-speaking immigrants that included a theater, restaurant, bar, biergarten, turnverein (gymnastics society), and social rooms. The club's *Socialer Turnverein* (Social Turnverein), was established in 1850 and was part of a group of organizations that helped to maintain German-Americans' language, culture, and identity in their new homeland. Indianapolis' German-American Turners were active physical education, social, political, and cultural organizations and supported secular public education and organized labor. Many of Indianapolis' leading Turners, including Herman Lieber and Clemens Vonnegut, were prominent freethinkers. Indianapolis' turnvereins included Catholic, Protestant, Jewish, and freethinker members brought together by their common identity as German-Americans. The Athenaeum was designated a National Historic Landmark in 2016. Although this facility was located within the district and other German-associated properties—including St. Mary's Catholic Church—were nearby, Indianapolis' German-Americans were a large ethnic group distributed throughout much of the city.

African Americans also appear to have lived and worked in and around the district during much of the period of significance. The area around Leon Street seems to have included African American residents by the 1870s.⁴⁴ Like other cities in the pre-Jim Crow era, Indianapolis neighborhoods were not strictly segregated by race, with African Americans often living among people who would now be classified as white. During the period of Jim Crow segregation that emerged about 1890 and continued until the mid-1960s, Indianapolis' African Americans were confronted with more limited options for residence and business locations and suffered from the terrorism and violence of the Ku Klux Klan that dominated Indiana politics during much of the 1920s. During this period, African American-owned businesses became concentrated on Indiana Avenue, regarded as Indianapolis' "black Main Street." White flight triggered by the desegregation of Indianapolis Public Schools in the late-1940s—which had been segregated in the 1920s under Klan influence—led to a boom of suburban development in outlying township school districts that were above 90 percent white and led white residents and businesses to vacate much of Indianapolis' urban core. African Americans faced challenges of institutionalized racism and red-lining, making it difficult to move into white neighborhoods. Declining urban areas offered fewer barriers but also decreased opportunity and access to high-quality schools, housing, job opportunities, and safety. Although these trends are all evident in the history of the district, other areas including Indiana

⁴⁴ "City News," *Indianapolis News*, 9 July 1877, 3.

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Avenue and Flanner House Homes (NR 2003) have a stronger connection with Indianapolis' African American heritage.

Compound Names

Several property owners within the district named their buildings by compounding abbreviations of their children's names: the Wil-Fra-Mar Flats commemorates the builder's sons William, Franklin, and Martin⁴⁵; the Coredgeo Flats (1904), was named for the owner's children Cora, Edna, and George⁴⁶; and the Sid-Mar Flats were renamed c.1905 to honor William Frankfort's sons, Sidney and Martin. This was similar to the use of compound abbreviations in branding during the period: Indianapolis company Kothe, Wells, & Bauer distributed products under the brand name "Ko-We-Ba."

Decline

Massachusetts Avenue experienced a period of decline after World War II, accelerating during the 1960s and 1970s as suburban flight of residents and businesses increased. The street itself was treated as a six-lane thoroughfare during this period. Development of the first phase of the James Whitcomb Riley Center (1962-1963, Perkins & Will, architects), now known as Riley Towers, was intended to draw professional workers to live in downtown Indianapolis immediately adjacent to Massachusetts Avenue.⁴⁷ Subsequent phases of the Riley Center project were abandoned and blocks of cleared land sat undeveloped for more than 15 years. The district saw significant disinvestment, vacancy, demolition, and neglect during this period. Newspaper articles from the 1970s and early-1980s frequently use terms like "skid row" (a district of cheap saloons and flophouses frequented by vagrants and alcoholics) and "wino" (an indigent alcoholic who seeks cheap drinks) to describe the neighborhood.

The first block of Massachusetts Avenue was vacated to allow the construction of the One Indiana Square tower (1970). The first blocks of Indiana and Kentucky Avenues were likewise vacated to create larger sites for the One American Square tower (1979-1982) and the Hyatt Regency (1974-1977), respectively.⁴⁸ All of these developments were representative high-rise office towers of the Late Modern period and created significant barriers between the diagonal avenues' commercial districts and the city center. Virginia Avenue is the only diagonal avenue to remain open for its full original length, although the second block was covered by an elevated parking garage in the late-1990s, destroying views along this axis.

Revitalization

Beginning in 1979, the Riley Area Revitalization Program, Inc., focused on redevelopment of the northeast section of downtown Indianapolis, an area bounded by Washington and Meridian Streets on the

⁴⁵ "Schmidt Associates moves," *Indianapolis News*, 26 January 1987, 18.

⁴⁶ "A Correction," *Indianapolis News*, 16 August 1904, 12; "Massachusetts Avenue Shows Rapid Growth," *Indianapolis News*, 26 November 1904, 24.

⁴⁷ "Riley Center's 1st Tenant Moves In," *Indianapolis Star*, 27 April 1963, 1.

⁴⁸ The second and third blocks of Kentucky Avenue were vacated to allow the construction of the Indiana Convention Center during the 1970s and the fourth block was closed to traffic and converted into a parking lot by the mid-1980s, erasing the entirety of one of the key thoroughfares within the mile square plat.

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south and west and by I-65/I-70 on the north and east.⁴⁹ Between 1979 and 1984, the group provided about \$185,000 worth of rehabilitation grant funding using federal Community Development Block Grant (CDBG) funds and funds from the Emergency Jobs Bill Act of 1983.⁵⁰

Rehabilitation of the Hammond Block during 1980-1981 served as a catalyst for the 300 block of Mass Ave and the Old Point Tavern was considered a catalyst for the 400 block in 1984.⁵¹ By 1985, Mass Ave featured four art galleries. The first new restaurant on Mass Ave was Brother Juniper's Restaurant at 339 Massachusetts, which operated from 1979 to 2003.⁵² By 1985, the area still had more than 1,500 units of senior housing but was noted as a desirable location for young urban professionals—known as “Yuppies” in the slang of the period.⁵³

Murals have been a key feature of the district during its period of revitalization. The southwest light court wall of the Davlan at 424-434 Massachusetts was accented by a supergraphic mural in 1972. This mural, designed by Peter Mayer of Woollen Associates, architects for the building's rehabilitation, featured a stylized ear of corn formed from Indiana's demonym, “Hoosier,” which also served as the building's name.⁵⁴ The west (rear) elevations of the 1909 and 1922 wings of the Murat Temple at 502-520 N. New Jersey Street were covered by the district's largest mural in 1995, when a remodeling project added a new entrance to this side of the building. Designed by EverGreene Studio of New York, the mural drew on architectural elements from the building's façade and interior details from the main theater and the Egyptian Room.⁵⁵ Indianapolis' “46 for XLVI” project in 2011, associated with Super Bowl XLVI in 2012, created 46 murals around the city, including two on Mass Ave.⁵⁶ The 38-foot high portrait of Kurt Vonnegut, Jr. (1922-2007), by artist Pamela Bliss, on the northeast side elevation of 337-345 Massachusetts, quickly became a symbol of the neighborhood and reflected the growing recognition of Vonnegut's legacy in his home city. “Dimensional Shadows” by artist Eduardo Mendietta accents the southwest side wall of 609 Massachusetts. Additional mural projects have followed. The side elevation of 901 Massachusetts features a 2014 mural by the Fantastic Aerosol Brothers (FAB Crew) for Indianapolis-based *PATTERN* magazine, celebrating Indianapolis' creative class.⁵⁷ In 2016, a mural depicting

⁴⁹ Steve Hall, “Building Will Boost Massachusetts Ave,” *Indianapolis News*, 1 October 1983, 17.

⁵⁰ “Massachusetts Avenue: 4 more renovation projects planned,” *Indianapolis Star*, 23 March 1984, 17.

⁵¹ “Massachusetts Avenue: 4 more renovation projects planned,” *Indianapolis Star*, 23 March 1984, 17.

⁵² Karen Presley, “Dream of a 24-hour community,” *Indianapolis News*, 6 June 1985, 1, 15.

⁵³ Karen Presley, “Dream of a 24-hour community,” *Indianapolis News*, 6 June 1985, 15.

⁵⁴ The mural appears to have been removed during a 1999-2001 rehabilitation project. David Dawson, “Supergraphics? Well, It Just Looks Like Corn,” *Indianapolis News*, 4 August 1972, 4; Alfred C. Jurison, “HUD HOME funding revitalizes historic area housing,” *Indianapolis Star*, 21 May 2000, 135.

⁵⁵ Steve Mannheimer, “Mural may mean hope for Murat,” *Indianapolis Star*, 12 November 1995, I-7; Kathy Matter, “Staging a Revival,” *Journal and Courier* (Lafayette, IN), 1 March 1996, TGIF-8.

⁵⁶ Will Higgins, “Vonnegut, Looming Large,” *Indianapolis Star*, 10 November 2011, T14.

⁵⁷ “FAB Crew / Pattern Magazine / Mass Ave,” last updated 2 September 2014, <https://fabcrew.wordpress.com>

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Indianapolis poet and artist Mari Evans (1919-2017), by artist Michael “Alkemi” Jordan, was added to the northeast side elevation of 448 Massachusetts.⁵⁸

Massachusetts Avenue remains the most intact of the diagonal avenue commercial districts in Downtown Indianapolis. Indiana Avenue, which became Indianapolis’ primary corridor for businesses owned by African Americans during the first half of the twentieth century, experienced extensive demolition between the early-1960s and the early-1990s, leaving only eight historic buildings scattered across its first four blocks. Virginia Avenue’s first block remains an open street but retains only one historic building. Its second block is covered by a modern elevated parking garage and its third and fourth blocks were cleared of all historic buildings during the 1990s. The fifth, sixth, and seventh blocks, within the Fletcher Place and Holy Rosary Historic Districts, retain some historic buildings but the density of the historic commercial corridor was lost due to late twentieth century demolition. The eighth block was destroyed during the construction of the sunken south split of the interstate 65/70 expressway during the early-1970s. The ninth, tenth, and eleventh blocks are within the Fountain Square Historic District and retain a higher density of historic commercial buildings.

Individual Properties

Updated developmental history has been provided below for properties whose rating has not changed since the original listing of the district in 1982. This updated information reflects contemporary scholarship and makes use of resources that were unavailable to the preparers of the original nomination.

323 N Delaware Street – Hervey Bates, Jr., House, c.1856-1857 C

This house was built c.1856-1857 for Hervey Bates, Jr. (1834-1929), son of prominent early settler Hervey Bates, Sr. (1795-1876).⁵⁹ The elder Bates came to Indianapolis in 1822 and served in many prominent positions, including as Marion County’s first sheriff, as president of the Indianapolis branch of the Indiana State Bank, as a founding investor in the city’s first railroad, and as builder of the Bates House, Indianapolis’ grandest hotel of the third quarter of the nineteenth century.⁶⁰

The Hervey Bates, Jr., House sits within Pratt, Kregelo & Blake’s Subdivision of Lots 1, 2, 3, and 4 in Square 23 of the original plat of Indianapolis. Its address was 73 N. Delaware from 1858 to 1864 and 185 N. Delaware from 1865 to 1897.⁶¹ Hervey Bates, Jr., married Charlotte “Lottie” Cathcart in 1857 and the couple was living at this address as of the 1858 city directory. The family moved to their new house south

⁵⁸ Amy Bartner, “New Mass Ave. mural will honor poet,” *Indianapolis Star*, 7 July 2016, 3A.

⁵⁹ The similarity of names has led many amateur historians to incorrectly attribute properties and companies associated with Hervey Bates, Jr., to his father.

⁶⁰ The Bates House was demolished in 1901 to make way for the Beaux-Arts style Claypool Hotel, which was demolished in 1969. John H. B. Nowland, *Early Reminiscences of Indianapolis* (Indianapolis: Sentinel Book & Job Printing House, 1870), 138-141; John H. B. Nowland, *Sketches of Prominent Citizens of 1876* (Indianapolis: Tilford & Carlon, 1877), 98-100.

⁶¹ Addresses appear to have been renumbered in 1864-1865 as well as in 1898. For comparison, the David Macy House (1852-1854), one block north, had an address of 78 N. Delaware until 1864, 216 N. Delaware from 1865 to 1897, and 408 N. Delaware after 1898. “Improvements of Indianapolis,” *Indiana State Sentinel*, 22 July 1852, 2.

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of the city in 1860, moved into the Bates House hotel as of 1863, and lived at this house from 1864 to 1875, when they completed a new mansion farther north on Delaware Street. As of the 1870 census, Hervey and Lottie were living in the house with their two children and three servants.

The Hervey Bates, Jr., House originally presented an Italianate façade of three bays. The south bay projected slightly and was capped by a gable. It featured the front entrance above which was a pair of two long one-over-one double-hung windows with semicircular arched tops. These windows appear to have originally opened onto a bracketed balcony that sheltered the front door. The northern two bays featured two evenly-spaced windows at the basement, first, and second floors. Those of the second floor featured semicircular arched tops. Projecting eaves with scroll brackets trimmed the top of the façade. The house was very similar to slightly later houses in Indianapolis and may have been the work of the same architect or builder: the Valentine Butsch House (c.1867, demolished 1919) at 1025 N. Meridian Street, the Francis Goepper House (c.1867, demolished c.1918) at 1039 N. Meridian Street, and the Tarkington House (1873, Diedrich A. Bohlen, architect, demolished 1940) at 1100 N. Pennsylvania Street.⁶²

It is important to distinguish this house from other, better-known Bates houses in Indianapolis:

- Hervey Bates, Sr., built a two-story vernacular Federal Style brick house at the northwest corner of Market and New Jersey Streets about 1830. Henry Ward Beecher (1813-1887), pastor of Indianapolis' Second Presbyterian Church from 1839 to 1847 and later a prominent abolitionist and celebrity pastor, lived with the Bates family in 1841.⁶³ The elder Bates occupied the family homestead until 1875, when he moved to his son's new mansion. The property was re-numbered 340-348 E. Market Street in 1898. The Bates Homestead was demolished in 1904 to make way for the Hollenbeck Press Building (1904-1905, demolished c.1972).⁶⁴
- Hervey Bates, Sr., built the Bates House hotel (1852-1853) at the northwest corner of Washington and Illinois Streets. One newspaper article from 1852 lists Francis Costigan as its "architect and superintendent," while another lists Edwin May as the building's architect.⁶⁵ This building was the best-known "Bates House" in Indianapolis. Abraham Lincoln gave a speech from one of the hotel's Washington Street balconies when he stopped there en route to his inauguration in February 1861. Hervey Bates, Jr., later doubled the size of the building and remodeled it in the

⁶² "Financial Chit-Chat of Local Interest," *Indianapolis Star*, 29 November 1919, 18; Agnes M'Culloch Hanna, "Old Tarkington Home Rich in Art, Literary Tradition," *Indianapolis Star*, 17 November 1929, 82.

⁶³ Debby Applegate, *The Most Famous Man in America: The Biography of Henry Ward Beecher* (New York: Doubleday, 2006), 169.

⁶⁴ "Once Famous Mansion Gives Way to Printing Establishment," *Indianapolis News*, 12 November 1904, 4; "Model Building—Hollenbeck Press," *Indianapolis Morning Star*, 20 January 1905, 8.

⁶⁵ "Improvements of Indianapolis," *Indiana State Sentinel* (Indianapolis), 22 July 1852, 2.

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Italianate style. The Bates House was demolished in 1901 to make way for Edward F. Claypool's new Claypool Hotel (1901-1903, demolished 1969).⁶⁶

- During 1850 and 1851, Hervey Bates, Sr., purchased several lots in Bethuel Morris' Subdivision off the Madison Road south of Indianapolis.⁶⁷ During 1859-1860, Hervey Bates, Jr., built a large brick house on this property at what is now 1526 S. New Jersey Street.⁶⁸ The 1860 census (June 1860) lists his household in the south part of Center Township, presumably at this house. City directories list him living at this house during 1861-1862 and at the Bates House hotel in 1863. In 1865, he sold the house to Thomas A. Hendricks, later Indiana's Governor and Vice President under Grover Cleveland.⁶⁹ Hendricks greatly expanded the house between 1865 and 1872, when he sold it to James O. Woodruff. Woodruff platted a new addition around the house, featuring an esplanade like those included in his Woodruff Place suburb east of Indianapolis, laid out the same year.⁷⁰ The house survives and is known as the Bates-Hendricks House.
- Following an 1873 trip to Europe, Hervey Bates, Jr., built a new house, now known as the Bates-McGowan House (1874, William LeBaron Jenney, architect), at 1305 N. Delaware Street in the Old Northside.⁷¹ Local contractor Wilmer Christian, who had been working in Chicago during the construction boom after the Great Fire, put Bates in touch with William LeBaron Jenney. The house was demolished by the Knights of Columbus in 1963 and the site remains a parking lot.⁷²

Advertisements for rental of the house at what is now 323 N. Delaware in 1876 noted that it was the former residence of Hervey Bates, Jr.⁷³ The house was owned by sewing machine instructor Estella Lee (1846-1920) from at least 1891 through the 1910s. She appears to have lived in the house until about 1901 and her funeral was held in the house in 1920.⁷⁴ Funeral director C. E. Kregelo operated out of the

⁶⁶ An elaborate mantel was salvaged in the building at the time of its demolition and is now installed in the dining room of the Hannah House in Indianapolis. Richard W. Worth, "Bates House," *Encyclopedia of Indianapolis* (Bloomington, Indiana: Indiana University Press, 1994) 311.

⁶⁷ Bethuel & Margaret Eliza (Vance) Morris lived at "Hardscrabble Hall" (c.1836-1841, demolished c.1938) from c.1841-1842 until their respective deaths in 1864 and 1860. Originally a farmhouse outside of Indianapolis, the house was later numbered 224 E. Morris Street and its site is now within the Morris Street interchange (1957-1959) of the Madison Avenue Expressway. Agnes M'Culloch Hanna, "'Hardscrabble Hall,' Early Homestead, is 90 Years Old," *Indianapolis Star*, 31 August 1930, 29; "Underpass to Be Opened," *Indianapolis News*, 15 April 1959, 50.

⁶⁸ "Horrible Murder," *Daily State Sentinel* (Indianapolis), 8 December 1859, 3.

⁶⁹ *Evansville Daily Journal*, 18 March 1865, 2.

⁷⁰ Bates-Hendricks House, Historic American Buildings Survey No. IND-64; Lois Hagedorn, Bates-Hendricks House, National Register nomination, 1975; Agnes M'Culloch Hanna, "Mrs. And Mrs. Faust Maintain Traditions of Old Bates-Hendricks-Coburn Home," *Indianapolis Star*, 2 February 1930.

⁷¹ "Additional City News," *Indianapolis News*, 27 August 1874, 1.

⁷² Tiffany Benedict Browne, "Preservation Denied: 1305 North Delaware Street," Historic Indianapolis, last updated 31 May 2011, <http://historicindianapolis.com/preservation-denied-and-died-1305-north-delaware-street/>

⁷³ "Boarding," *Indianapolis News*, 9 September 1876, 1.

⁷⁴ "Mrs. Estella Lee, Age 73, Dies at Home of Her Son," *Indianapolis News*, 27 July 1920, 8.

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building from at least 1898 to 1908 and Dr. T. E. Courtney maintained an office there as of 1906.⁷⁵ Alonzo M. Ragsdale (1855-1920) established a funeral parlor, A. M. Ragsdale & Company, nearby and relocated to this house after his previous space in the Huey Building at 216 N. Delaware Street burned in May 1911.⁷⁶ A porch was added across the front façade that summer.⁷⁷ The funeral parlor was open by October 1911, when it hosted the funeral of Dr. Helene Knabe, a prominent physician and the victim of a high-profile unsolved murder.⁷⁸ A rear carriage house addition was built in the winter of 1912-1913, likely to serve the needs of the funeral parlor.⁷⁹ Following Alonzo's death, the business was known as Ragsdale & Price and the Price family lived in the house. The house was divided into apartments before 1942. A fire in December 1942 caused minor damage to one apartment and one tenant later died from his injuries.⁸⁰

The house was remodeled in 1947 as the home of the Indiana Carburetor & Brake Company, formerly located at 325 N. Delaware. At this time, the rear wing of the house and the 1912-1913 addition were demolished and a new garage was built.⁸¹ The south wing of the house was also demolished to create a driveway leading to the rear garage. The front porch appears to have been removed at this time and the first-floor windows of the north two bays were combined into a larger storefront opening.⁸² The house housed the Indiana Carburetor & Brake Company from at least 1948 to 1953.⁸³ A c.1956 remodeling for the Advertising Specialties Company removed the low hipped roof and chimneys and added the present random ashlar limestone veneer to the front façade.⁸⁴

325 N. Delaware Street – Baker Garage, 1909

C

This building was built in 1909 by William H. Baker on the site of his former house. It was intended to contain a lower floor for automobile storage and a second floor repair shop.⁸⁵ The building originally featured a brick façade with three-bay storefront featuring a central drive-through opening and a bank of windows spanning the face of the second floor. A tall parapet featured a stepped outline and brick panels.

⁷⁵ "Funeral Directors," *Indianapolis News*, 22 April 1898, 2; "Undertakers," *Indianapolis Star*, 3 August 1908, 8; "Notice," *Indianapolis Star*, 1 September 1906, 14.

⁷⁶ "Holds Huey Building Firetrap," *Indianapolis Star*, 13 May 1911, 5.

⁷⁷ "Building Permits," *Indianapolis Star*, 26 May 1911, 15.

⁷⁸ "Many Weep at Bier of Murdered Doctor," *Indianapolis Star*, 26 October 1911, 3.

⁷⁹ "Building Permits," *Indianapolis Star*, 7 December 1912.

⁸⁰ "Parents and Baby Burned in Fire," *Indianapolis News*, 19 December 1942, 9; "Services are Held for John Flinn, Fire Victim," *Indianapolis News*, 26 December 1942, 9.

⁸¹ This newspaper article makes an unsubstantiated claim that the rear of the house was built in 1819 facing Massachusetts Avenue, which would not be laid out until 1821. "The Home," *Indianapolis Star*, 27 September 1953, 250.

⁸² "Indiana Carburetor, Brake Service Aids Vacation Driver," *Indianapolis Star*, 30 July 1951, 16.

⁸³ "Cars Should be Prepared for Tough Winter Driving," *Indianapolis Star*, 12 November 1951, 24; "Inexpensive Adjustments Can Aid Car's Performance," *Indianapolis Star*, 19 May 1952, 18; "Bad Brakes Invite Tragedy, Indiana Motorists Warned," *Indianapolis Star*, 22 September 1952, 19.

⁸⁴ "More Parking Space Coming Up," *Indianapolis News*, 27 December 1956, 15; "Now in Our New Home," *Indianapolis Star*, 8 December 1957, 27.

⁸⁵ "Will Build Garage," *Indianapolis Star*, 10 December 1909, 9.

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The building's façade reflected the Chicago School commercial approach, with large expanses of glass and limited ornament. The building housed the G. H. Westing Company's Motorcycle Annex during the 1910s.⁸⁶ It housed the Prentice Tire & Rubber Company during the 1920s, and the Indiana Carburetor & Brake Service during the 1930s and 1940s. During 1948-1949, the second floor was removed and the façade remodeled with a new storefront and new limestone veneer.⁸⁷

301 Massachusetts Avenue – Hammond Block, 1874

C

Built in 1874 for Rezin R. Hammond and listed in the National Register of Historic Places in 1979, the Hammond Block is among the city's last surviving flatiron buildings. The third floor contained Hammond's Hall, which opened with a ball on April 1, 1875.⁸⁸ The upper floors housed the Central College of Physicians & Surgeons from 1887 to 1891. The building originally featured a raised first floor, allowing the basement to contain occupied tenant spaces. At some point during the twentieth century, the first floor was lowered to grade level. In 1945, Beverly Goldstein and her father purchased the building for her husband, Joe Budnick, to open a liquor store. The building was found to be too close to a church to comply with local requirements for a liquor store so Budnick opened a store selling fur coats, small appliances, luggage, jewelry, and a pawn shop, later narrowing the scope to sporting goods and toys and finally to fishing supplies. The Hammond Block was popularly known as the "Budnick Building" during this period.

The Hammond Block was purchased by Henry and Lorraine Price, who had previously rehabilitated several buildings in nearby Lockerbie Square, and underwent the first sensitive rehabilitation in the district. The rehabilitation work was designed by Schmidt-Claffey Architects in 1979 and the work was carried out during 1980-1981.⁸⁹ The first floor was restored to its original level and building was also made accessible.

337-345 Massachusetts Avenue – Baker Apartments / Massala Apartments, 1905

C

The site was formerly occupied by a brick double house built before 1866. Occupants of the houses in the 1860s included Robert Wallace and Beulah Gates Wallace—a blacksmith and a dressmaker, respectively—and David Powell, a butcher and policeman. The site was acquired by John D. Baker (1855-1906) and Mary C. Baker (1856-1919), who had come to Indianapolis from Findlay, Ohio, about 1902. John D. Baker was a partner in the glass manufacturing firm of Baker Bros., with factories at Arcadia and Shirley, Indiana. The Bakers lived at 2029 N. Alabama Street with their daughters Mary and Edith. John D. Baker died in 1906 while on a business trip to Toledo, Ohio, and Mary C. Baker died in 1919. Both were buried in Crown Hill Cemetery.

The Baker Apartments were renamed the Massala Apartments sometime in 1938 or 1939. The new name was a combination of **MASS**achusetts and **AL**abama. This type of combination name was very common

⁸⁶ "Now Open," *Indianapolis Star*, 15 May 1910, C2.

⁸⁷ "Motorists Urged to Have Autos Checked Before Vacation Jaunts," *Indianapolis News*, 16 May 1949, 26.

⁸⁸ "Local Items," *Indianapolis News*, 30 March 1875, 4.

⁸⁹ Brenda Batten, "Attorney to Restore 'Flatiron' Building," *Indianapolis News*, 28 June 1979, 2; Brenda Batten, "'Eyesore' Building Undergoes Rebirth," *Indianapolis News*, 4 November 1980, 19.

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during the early twentieth century in Indianapolis. In 1979, the building became home to Brother Juniper's Restaurant, the first of a new generation of restaurants on Mass Ave.⁹⁰ The restaurant was part of a chain run by the Holy Order of MANS, a New Age esoteric religious order established in San Francisco the 1960s. The group joined the Eastern Orthodox Church in 1988 and the local Brother Juniper's Restaurant was associated with the Joy of All Who Sorrow Orthodox Christian Church. It was sold to a private operator in 1998 and closed in 2003.⁹¹

342 Massachusetts Avenue – Marott Building, 1906

C

In 1905, prominent merchant and capitalist George J. Marott purchased the four-story Enterprise Hotel (c.1875) with the intent of remodeling it as a department store or hotel.⁹² He received a building permit for construction of a new business building on the site in January 1906.⁹³ The Marott Building was completed in near the end of 1906.⁹⁴ Marott marketed the building to potential department store tenants, but most feared that it was too far from the commercial core along S. Meridian Street. After a year without interest in the building, Marott developed a Cooperative Department Store to occupy the building, opening in October 1908.⁹⁵ Marott sold the store to a retail cooperative in 1914 and it closed in 1916. He remodeled the building to house offices in 1924.⁹⁶

415 Massachusetts Avenue – Bethard Wall Paper Company Building, 1928

C

The Bethard Wall Paper Company was established in 1911 by W. J. Bethard and occupied a three-story building on this site shortly after. The building, owned by Mrs. Robert Lieber, was completely destroyed by fire in March 1928.⁹⁷ The 415 Massachusetts-Vermont Realty Company was incorporated in May 1928 to develop a new building on the site and a building permit was obtained later that month.⁹⁸ The Bethard Wall Paper Company's store in the new building opened in October 1928.⁹⁹

⁹⁰ Karen Presley, "Dream of a 24-hour community," *Indianapolis News*, 6 June 1985, 1, 15.

⁹¹ J. K. Wall, "Brother Juniper's quietly closes doors," *Indianapolis Star*, 6 December 2003, C1, C7.

⁹² "Will Remodel Building," *Indianapolis Star*, 7 May 1905, 4.

⁹³ "Building Permits," *Indianapolis News*, 1 January 1906, 8.

⁹⁴ "Massachusetts Ave. The Busy Growing Thoroughfare of Indianapolis," *Indianapolis Star*, 14 October 1906, 22-23.

⁹⁵ "The New Store," *Indianapolis Recorder*, 26 September 1908, 1.

⁹⁶ "The Co-operative Department Store," *Indianapolis Star*, 18 April, 1907, 3; Libby Cierzniak, "Indianapolis Collected: Bringing the masses to Mass Ave," Historic Indianapolis, last updated 30 May 2015, <http://historicindianapolis.com/indianapolis-collected-bringing-the-masses-to-mass-ave/>

⁹⁷ "Downtown Fire Causes High Loss," *Indianapolis News*, 16 March 1928, 25; "News of the Day as Pictures Record It," *Indianapolis Star*, 17 March 1928, 11.

⁹⁸ "Incorporations," *Indianapolis Star*, 8 May 1928, 21; "Building Permits," *Indianapolis Star*, 26 May 1928, 21.

⁹⁹ "New Wall Paper Home," *Indianapolis News*, 25 October 1928, 7.

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431-433 Massachusetts Avenue – A. M. Robertson Building, 1891 C

A. M. Robertson obtained a building permit for a business block and dwelling on this site, then numbered 131-133 Massachusetts Avenue, in 1891.¹⁰⁰

435 Massachusetts Avenue – commercial building, c.1870 C

This two-story brick commercial building was built c.1870. In October 1873, a grocery store on this site was advertised for sale, noting the presence of three rooms upstairs for the proprietor's family.¹⁰¹ Diaper-patterned false muntins were applied to the storefront and second floor windows before 1982. The Chatterbox Tavern, established c.1939, was purchased by David W. Andrichik in 1982 and the *Indianapolis Star* noted that he was "among those working to rid the avenue of its skid row atmosphere."¹⁰² The Chatterbox remains in business today.

424-434 Massachusetts Avenue – The Davlan, 1915 C

The southwest light court wall of the building, exposed by the demolition of the Shively Block / Empire Block (c.1873) in the 1960s, was accented by a supergraphic mural in 1972. This mural, designed by Peter Mayer of Woollen Associates, architects for the building's rehabilitation, featured a stylized ear of corn formed from the word "Hoosier."¹⁰³ The building was rehabilitated between 1999 and 2001 by Riley Area Development Corporation.¹⁰⁴

440-448 Massachusetts Avenue – Avenue Hotel, 1912/1913 C

The site contained a brick house at 426-438 (formerly 138) Massachusetts, occupied by the family Albert G. Willard from c.1860 to c.1873. Willard (1805-1890) was a partner in the firms of Willard & Stowell and A. G. Willard & Company, dealers in music and musical instruments, directed the choir at Second Presbyterian Church during the ministry of Henry Ward Beecher, and was a founding member of Plymouth Congregational Church in 1857.¹⁰⁵ The Willard House was surrounded by one-story commercial additions in the early twentieth century.

In 1911, the southwest part of the property, formerly the side yard of the Willard House, was acquired by developers with the intent of building a modern apartment and commercial building.¹⁰⁶ The first half of the Avenue Hotel, featuring street-level storefronts and upper floor apartments, was built in 1912 following a design by architect George E. Hoagland (born c.1874).¹⁰⁷ The developers were able to acquire the Willard House in 1913, when they demolished the existing buildings and extended the Avenue

¹⁰⁰ "Minor City Matters," *Indianapolis Journal*, 30 May 1891, 6.

¹⁰¹ "For Sale," *Indianapolis News*, 16 October 1873, 1.

¹⁰² Ernest A. Wilkinson, "Ugly lot to become a lovely spot," *Indianapolis Star*, 20 June 1982, I-2.

¹⁰³ David Dawson, "Supergraphics? Well, It Just Looks Like Corn," *Indianapolis News*, 4 August 1972, 4.

¹⁰⁴ Jordan Ryan, "Flats Lost & Saved: Two Alamedas and the Avenue Hotel," *Historic Indianapolis*, last updated 9 February 2013, <http://historicindianapolis.com/two-alamedas-and-the-avenue/>

¹⁰⁵ Louise Brink Fletcher, "Marcia Willard Morrison, Her Place in Local Music History," *Indianapolis Star*, 2 February 1930, 60.

¹⁰⁶ "Plans New Business Block," *Indianapolis Star*, 1 March 1911, 13.

¹⁰⁷ "New Building for Massachusetts Avenue," *Indianapolis Star*, 3 March 1912, 31.

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Hotel. This expansion was designed by architect Marrett L. Carr (1887-1950), who designed the façade to match the 1912 building.¹⁰⁸

901-903 Massachusetts Avenue – commercial building, c.1895/1948/c.2000 NC

This one-story commercial building was built in two phases. The 901 bay was built sometime between 1887 and 1898 and the 903 bay was built in 1948 on the site of a frame cottage. The 1948 project added a unified two-color glazed tile façade that turned the corner onto Davidson Street. This project appears to have been completed for the Around-the-Corner Grille, a restaurant that had occupied various locations in the neighborhood since the mid-1930s. As of 1981, the 901 storefront retained glass-block windows with inset display lites, the 903 storefront was infilled with random ashlar limestone veneer and two smaller display windows, and the façade featured a neon signs reading “FINE FOODS *Around The Corner Grille* BEER – LIQUOR”. The façade was covered with stucco c.2000, concealing all historic fabric along Massachusetts Avenue. The brick masonry side elevation on Davidson Street remains visible and is now covered by a 2014 mural by the Fantastic Aerosol Brothers (FAB Crew) for Indianapolis-based *PATTERN* magazine.¹⁰⁹

905-909 Massachusetts Avenue – commercial building, c.1910/c.1955/c.2000 NC

This one-story commercial building was built between 1908 and 1913. The building housed R. Domont & Sons’ Monument Bottling Company, Inc., bottlers of Pepsi-Cola and distributor of Miller High Life beer during the 1930s.¹¹⁰ The company moved to a new facility at 1030 E. New York Street in 1941 and the building housed the Capitol Wine & Liquor Company, Inc.¹¹¹ A mid-twentieth century remodeling added a new masonry veneer façade. The façade was covered with stucco c.2000, concealing all historic fabric along Massachusetts Avenue.

401-415 E. Michigan Street – Das Deutsche Haus / The Athenaeum, 1893-1894/1897-1898 C

The Athenaeum was individually listed in the National Register in 1973, was included in the Lockerbie Square Historic District (NR 1973), was included in the 1982 listing of this district, and was designated a National Historic Landmark in 2016.

LGBTQ+ History

The Massachusetts Avenue corridor has long been associated with Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) Hoosiers. In 2014, Indiana Landmarks began an LGBT Landmarks Survey of Central Indiana, following the launch of the National Park Service’s LGBTQ Heritage Initiative.¹¹² Funded by the Efroymson Family Fund of the Central Indiana Community Foundation, the survey was intended to initiate the process “to identify, protect, and celebrate Central Indiana’s historic LGBTQ+

¹⁰⁸ “Announces Plan to Erect Addition to Family Hotel,” *Indianapolis Star*, 29 June 1913, 50.

¹⁰⁹ “FAB Crew / Pattern Magazine / Mass Ave,” last updated 2 September 2014, <https://fabcrew.wordpress.com>

¹¹⁰ “Announcing R. Domont & Sons,” *Indianapolis Star*, 19 April 1938, 4.

¹¹¹ “Bottling Plant to Cost \$250,000,” *Indianapolis News*, 22 January 1941, 1; “Domont Builds Bottling Plant,” *Indianapolis Star*, 23 January 1941, 26; “Liquor Firm Head,” *Indianapolis News*, 27 September 1941, 18.

¹¹² *LGBT Landmarks: A Survey of Historic LGBTQ+ Sites in Central Indiana* (Indianapolis: Indiana Landmarks, August 2016), <https://indianalandmarkslgbt.files.wordpress.com/2016/09/final-lgbt-summary1.pdf>

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sites,” noting: “While many LGBT+ sites, especially in Indianapolis, have been listed in NRHP neighborhood districts (and some additionally in local districts) as contributing for architectural significance, we must do a better job of acknowledging the LGBT+ community directly.”¹¹³

This survey identified 23 sites within the Massachusetts Avenue Commercial Historic District associated with LGBTQ+ history, either as welcoming businesses, places of leisure (restaurants, bars, nightclubs), events, health, the arts, and residences of LGBT individuals. A few specific examples are provided to illustrate the range of LGBT associations in the district:

- The following LGBT bars and restaurants are documented in the district:
 - 608 Massachusetts Avenue – The New York Connection bar (1992-1996)
 - 637 Massachusetts Avenue – Betty Boop’s Lounge / Mass Ave Trading Company gay bar (1992-1993)
 - 707 Massachusetts Avenue – Metro Nightclub / Club 707 (1991-present)
 - Bars and clubs near the district are also considered by many to be within the Mass Ave neighborhood:
 - 944 N. Alabama Street – English Ivy’s bar (2002-present) (in the St. Joseph Historic District)
 - 501 N. College Avenue – 501 Tavern / 501 Eagle gay bar / leather bar (1987-2016) (in the Lockerbie Square Historic District)
 - 631 E. Michigan Street – Labyris, a women-only lesbian bar (1979-1984) that featured folk and country music shows (in the Lockerbie Square Historic District)
- The following businesses advertised in local LGBT publications *The Screamer* (1966-1967), *The Works* (1981-1987), *The New Works News* (1987-1991), *The Word* (1991-2000), issues of which are now in the Chris Gonzalez Library and Archives, the Indiana State Archives, and the LGBT collection of Indiana University – Purdue University at Indianapolis (IUPUI):
 - 304 E. New York Street – Image Makers Hair Salon (1992)
 - 326 E. Vermont Street – Café Angst (1994)
 - 342 Massachusetts Avenue – Pharmacy on Mass Ave (1998)
 - 433 Massachusetts Avenue – Post-Neo Frame Shop (1992-1995)
 - 610 Massachusetts Avenue – Classic Video (1992)

¹¹³ Indiana Landmarks, “LGBT Landmarks Survey,” accessed 4 October 2017, <https://indianalandmarkslgbt.wordpress.com/about/>

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- 611 Massachusetts Avenue – Paw Prints Exclusive pet groomer (1992)
- 433½ Massachusetts Avenue – In Vivo Art Gallery (1992)
- 719 Massachusetts Avenue – Vendigumps on the Avenue café (1997)
- 765 Massachusetts Avenue – Chatham’s on the Avenue gay-interest retail (1995)
- 771 Massachusetts Avenue – The Abbey coffee house (1994-2004), owned by Moises Molina and Mark Stiker, relocated to 825 N. Pennsylvania Street when the building was demolished.¹¹⁴
- Other LGBT-associated properties include:
 - 931 Bellefontaine Street – The Caremark Connection / Dr. John Karedes (1992)
 - 320 Massachusetts Avenue – Fulk & Allain Attorneys, civil rights & employment law (2005)
 - 627 Massachusetts Avenue – Theatre on the Square (1993-present)¹¹⁵
- Documented events include:
 - On March 29, 1990, Bob Beckman hosted a benefit reception for the AIDS Quilt in his home at 415 Massachusetts Avenue
 - The Athenaeum at 401 E. Michigan Street hosted the 1997 Grand Masquerade for the Friends of the Damien Center.
 - Indianapolis’ LGBT pride event was held on Mass Ave from 2001 to 2003 under the name Street Fayre. The event grew into the Circle City IN Pride Festival and relocated to the nearby World War Memorial Plaza in 2005. In 2005, Indianapolis’ first LGBT pride parade, running down Mass Ave from College Avenue to Vermont Street, was incorporated into the event. In 2011, the parade was renamed the Cadillac Barbie IN Pride Parade “to honor the Indy Pride Bag Lady alter ego of Gary Brackett, the President of Indy Pride who founded the very first parade.”¹¹⁶ The parade increased from an event of about 10 minutes duration in 2005 to more than two hours by 2016.¹¹⁷ Between 2002 and 2012, attendance grew from 6,000 to more than 88,000 people.
- Anecdotal evidence attests to the role of individual gay men in the rehabilitation of some historic buildings within the district between the 1980s and the 2000s.

¹¹⁴ Barb Albert, “Local coffeehouse owners ready to take on Starbucks,” *Indianapolis News*, 10 June 1999, 24; Meghan McCormick, “Fast, friendly, fun,” *Indianapolis Star*, 19 May 2005, 95.

¹¹⁵ The organization’s name references its original home in the Indianapolis neighborhood of Fountain Square.

¹¹⁶ Circle City IN Pride, “History of CCINP,” accessed 4 October 2017, <http://www.circlecityinpride.org/history/>

¹¹⁷ Keegan Rammel, “Q&A: Indy Pride Parade Founder Gary Brackett,” *Indianapolis Monthly*, 10 June 2016, <https://www.indianapolismonthly.com/city-buzz/cadillac-barbie-in-pride-parade-gary-brackett/>

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Following national trends during the 2000s and 2010s, Indianapolis' LGBT bars and nightclubs began closing. These businesses had been critical safe spaces for past generations of LGBT+ Hoosiers but were not embraced by younger generations. This was the result of two major cultural shifts: growing tolerance toward LGBT+ people in Indiana meant that LGBT+ Hoosiers had far more options and were less likely to socialize in strictly LGBT spaces, while online dating and smartphone apps took the place of the local bar as means of meeting people.¹¹⁸ Gentrification also led to the increase in value of buildings in formerly marginalized neighborhoods like Massachusetts Avenue, putting increased pressure on building owners to maximize the profitable use of their properties. This last trend also displaced Indianapolis' art gallery and theatre scene from Mass Ave, where it had emerged in the 1980s and 1990s, to Fountain Square and other areas in the 2000s and 2010s.¹¹⁹

Most of these sites acquired significance for their association with LGBT+ history between the 1980s and 2000s, well after the district's period of significance. In many cases, the buildings lack integrity to this later period, having undergone subsequent rehabilitations to remove mid-to-late twentieth century features like boarded-up storefronts, shingled pent roofs, and internally-illuminated signage. Future reevaluation of the district should consider whether it achieves local- or state-level significance for LGBT+ history.

¹¹⁸ Will Higgins, "Indy's gay bars: Headed for extinction?," *Indianapolis Star*, 14 December 2016, <http://www.indystar.com/story/life/2016/12/14/indys-gay-bars-headed-extinction/93417700/>

¹¹⁹ Brian D. Smith, "The Artists Are Disappearing From Fountain Square," *Indianapolis Monthly*, 15 February 2017, <https://www.indianapolismonthly.com/arts-culture/artists-disappearing-fountain-square/>

9. Major Bibliographical References

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Previous documentation on file (NPS):

preliminary determination of individual listing (36 CFR 67) has been requested

previously listed in the National Register

previously determined eligible by the National Register

designated a National Historic Landmark

recorded by Historic American Buildings Survey # _____

recorded by Historic American Engineering Record # _____

recorded by Historic American Landscape Survey # _____

Primary location of additional data:

State Historic Preservation Office

Other State agency

Federal agency

Local government

University

Other

Name of repository: _____

Historic Resources Survey Number (if assigned): _____

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10. Geographical Data

Acreeage of Property 2.24 (boundary increase)

Use the UTM system

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

1. Zone: 16	Easting: 573240	Northing: 4403739
2. Zone: 16	Easting: 573346	Northing: 4403792
3. Zone: 16	Easting: 573523	Northing: 4403526
4. Zone: 16	Easting: 572616	Northing: 4402690
5. Zone: 16	Easting: 572430	Northing: 4402708
6. Zone: 16	Easting: 572410	Northing: 4402904

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

The following boundary description encompasses the original district boundary and the portions being added or removed through this amendment in order to illustrate the boundary in its entirety. The text of the original district's boundary description has been updated to reflect changed conditions and subsequent National Register guidance. However, unaltered portions of the original district boundary may not reflect current guidance on boundary selection. Specific explanations of the boundary increases and decreases are included in the boundary justification.

Beginning at the southwest corner of the traffic island at the intersection of New York Street and Delaware Street, proceed north along the east line of Delaware Street to the south line of Vermont Street, thence east along this line to a point due south of the east line of Hudson Street (an alley, partially vacated), thence north along this line to the south line of Allegheny Street (an alley), thence east along this line to the east line of Alabama Street, thence north along the east line of Alabama Street to the south line of Michigan Street, thence east along this line to a point due south of the east line of Ogden Street (an alley, vacated), thence north along this line to a point due west of the north property line of the parcel at 520 N. New Jersey Street,¹²⁰ thence east along this line to the west line of New Jersey Street, thence north along this line to the south line of North Street, thence east along this line to a point due south of the east line of Cleveland Street (an alley), thence north along this line to the north property line of 620 N. East Street, thence east along this line to the east line of East Street, thence north along this line to the south line of Walnut Street, thence east along this line to the east line of N. Park Avenue, thence north along this line to the north property line of 709 N. Park Avenue, thence east along this line to the northwest line of Massachusetts Avenue, thence northeast along this line to the west property line of 748 Massachusetts Avenue, thence north along this line to the south line of St. Clair Street, thence east along this line to the northwest line of Massachusetts Avenue, thence northeast along this line to the east line of Edison Avenue, thence north along this line to the south line of Ninth Street, thence east along this line to the east line of the vacated alley along the west elevations of Garage No. 2 and Garage No. 3 of 901 Carrollton Avenue, thence north along this line to the south line of Old Tenth Street (vacated), thence east along this line to the east property line of 951 Bellefontaine Street, thence southeast along the east property lines of 931 Bellefontaine Street and 922 and 911 Massachusetts Avenue (following the edge of the Interstate 65/70 embankment) to the northwest line of the alley (vacated) southeast of 875 Massachusetts Avenue, thence southwest along this line to a point due north of the east wall of 863 Massachusetts Avenue, thence south along this line to the north property line of 825 Massachusetts Avenue, thence west along this line to the east walls of the buildings at 825 Massachusetts Avenue, thence south to

¹²⁰ The building located at 502 N. New Jersey Street sits on two legally defined parcels, 502 N. New Jersey Street and 520 N. New Jersey Street. An addition was constructed at the north end of the original building (502) in 1968, taking in the parcel at 520, which is surrounded on three sides (north, west, and south) by the parcel at 502. The National Register boundary follows the north line of 520.

Massachusetts Avenue Commercial Historic District (Boundary Adjustment)Marion County, Indiana

the south property line of 825 Massachusetts Avenue, thence west along this line to the west property line of 828 E. St. Clair Street Avenue, thence south along this line to the north line of E. St. Clair Street, thence west along this line to a point due north of the west line of Fulton Street, thence south along this line to the north line of Walnut Street, thence west along this line to the west line of College Avenue, thence south along this line to the north line of the alley south of 720 N. College Avenue, thence west along this line to the east property line of 707-711 Massachusetts Avenue (west line of Cincinnati Street, an alley), thence south along this line to the north line of Walnut Street (an alley in this block), thence west along this line to the west line of Park Avenue, thence south along this line to the north curb of North Street, thence west along this line to a point due north of the east property line of 521 E. North Street, thence south along this line to the north property line of 531 Leon Street, thence east along this line to the east property line of said property, thence south along this line to the north curb of the alley between Michigan and North Streets, thence west to a point due north of the east property line of 527 Leon Street, thence south along this line to the south line of said property, thence west along this line to the west line of Leon Street, thence south along this line to the north line of Michigan Street, thence west along this line to a point due north of the west line of Cleveland Street (an alley), thence south along this line to the north line of Allegheny Street (an alley), thence west along this line to the west line of New Jersey Street, thence south along this line to the north line of Vermont Street, thence west along this line to a point due north of the west line of Ogden Street (an alley, vacated), thence south along this line to the north line of New York Street, thence west along this line to the point of origin.

Boundary Justification (Explain why the boundaries were selected.)

The proposed boundaries follow those described in the 1981 nomination, with a few key adjustments. These are shown on the district map and are described below:

- The properties at 418-420 N. Alabama Street and 419 Hudson Street were demolished in the 1980s and the site is now a parking lot. After consultation with state historic preservation office staff, it was determined that this vacant quarter block should be excluded from the district. The boundary has been adjusted to turn east from the east line of Hudson Street, running along the south line of Allegheny Street (an alley) to the east line of Alabama Street, thence north along the east line of Alabama Street to the point where the original boundary intersected this line.
- The boundary has been adjusted to include the properties at 521 E. North Street, 527-531 Leon Street (an alley), and 602 N. Park Avenue. These resources possess integrity, fall within the period of significance of the district, and are not contiguous to other nearby National Register districts. For these reasons, state historic preservation office staff requested that they be included in the boundary adjustment. The boundary has been adjusted to turn east from the west line of Leon Street (an alley), running along the south property line of 527 Leon Street to the parcel's east property line, thence north along this line to the north curb of the alley between Michigan and North Streets, thence east along this line to the east property line of 531 Leon Street, thence north along this line to the north property line of said property, thence west along this line to the

Massachusetts Avenue Commercial Historic District (Boundary Adjustment)Marion County, Indiana

east property line of 521 E. North Street, thence north along this line to the north line of North Street, thence east along this line to the west line of N. Park Avenue, thence north to the point where the original district boundary intersected this line at the north property line of 602 N. Park Avenue.

- The boundary has been adjusted to include the properties at 719-725 E. St. Clair Street and 728 Fulton Street. These resources possess integrity, fall within the period of significance of the district, and are not contiguous to other nearby National Register districts. For these reasons, state historic preservation office staff requested that they be included in the boundary adjustment. The boundary has been adjusted to continue east on the north line of E. Walnut Street from the west property line of 735-747 N. College Avenue, thence north along the west line of Fulton Street to the point where it intersects the original district boundary at the north line of St. Clair Street.
- The boundary has been adjusted to include Garage No. 2 and Garage No. 3 within the Indianapolis Coca-Cola Bottling Company Plant at 901 N. Carrollton Avenue. The 1981 nomination includes discrepancies between the description of resources within the district and the original boundary description and map. The text of the nomination indicates that the intent was to include all the historically functionally-related and architecturally unified buildings of the Coca-Cola complex but the boundary description and map inexplicably excluded two of the four matching garages. The boundary has been adjusted to turn north from the south line of Ninth Street along the east line of the vacated alley along the west elevations of Garage No. 2 and Garage No. 3, thence along this line to the south line of Old Tenth Street (vacated), thence east along this line to the east line of Carrollton Avenue, from whence the original district boundary continues east along this line.

With these adjustments, the district boundaries encompass the surviving resources associated with the district during the period of significance. The area around the periphery of the district includes several buildings that are already listed in the National Register. After consultation with state historic preservation office staff, it was determined that there was no reason to extend the district boundaries to include these buildings that are already listed:

- 401 N. Delaware Street, Roberts Park Methodist Church (NR 1982)
- 402-408 N. Delaware Street, The Colonial flats (NR 1983, Apartments and Flats of Downtown Indianapolis Thematic Resources)
- 221 E. Michigan Street, The Dartmouth apartments (NR 1983, Apartments and Flats of Downtown Indianapolis Thematic Resources)
- 301 E. New York Street, Indianapolis Fire Headquarters & Municipal Garage (NR 2002)
- The area north of the district between New Jersey Street and College Avenue and south of the district between Park and College Avenues, overlapping with the district between North Street and College Avenue, is the Chatham-Arch Historic District (NR 1980)

Massachusetts Avenue Commercial Historic District (Boundary Adjustment)

Marion County, Indiana

- The area south and east of the district between New Jersey Street and Leon Street, overlapping with the district at 401-415 E. Michigan Street, is the Lockerbie Square Historic District (NR 1973)

Other areas around the perimeter of the district are void of resources:

- The area southwest of Delaware and New York Streets contains a surface parking lot.
- The area west of the district between New York and Vermont Streets contains a 1980s parking garage and an infill building built during 2014-2016.
- The area northwest of the district between Allegheny and North Streets contains surface parking lots and a 1960s gas station that has suffered many alterations, compromising its integrity.
- The area northwest of the district along College Avenue and Tenth Street contains surface parking lots.
- The area east of the district at the current termination of Massachusetts Avenue was destroyed during the construction of the elevated Interstate 65/70 expressway during the 1970s.
- The area southeast of the district along Davidson, St. Clair, and Fulton Streets contains surface parking lots and modern industrial buildings.
- The area southeast of the district between College Avenue and Fulton Street contains infill construction built between 2013 and 2015.
- The area southeast of the district between North Street and the north boundaries of the Lockerbie Square Historic District contains surface parking lots and infill construction built in 2007.
- The area southeast of the district from New York to Michigan Streets and west of the Lockerbie Square Historic District contains surface parking lots and infill construction from the 1980s and 1990s.
- The area south of the district between Delaware and New Jersey Streets contains buildings previously listed in the National Register, surface parking lots, and infill construction.

Massachusetts Avenue Commercial Historic District (Boundary Adjustment)

Marion County, Indiana

11. Form Prepared By

name/title: Benjamin L. Ross / Architectural Historian / Historic Preservation Specialist

organization: RATIO Architects, Inc.

street & number: 101 S. Pennsylvania Street

city or town: Indianapolis state: Indiana zip code: 46204

e-mail: BRoss@RATIOdesign.com

telephone: 317-633-4040

date: October 2017

Additional Documentation

Submit the following items with the completed form:

Massachusetts Avenue Commercial Historic District (Boundary Adjustment)

Marion County, Indiana

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

Photographs

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

Photo Log

Name of Property: Massachusetts Avenue Commercial Historic District (boundary increase)

City or Vicinity: Indianapolis

County: Marion

State: Indiana

Photographer: Benjamin L. Ross

Date Photographed: March 30, 2018

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

Massachusetts Avenue Commercial Historic District (Boundary Adjustment)

Marion County, Indiana

- 1 of 38. View northeast from southwest corner of New York and Delaware Streets showing the 300 block of Massachusetts Avenue
- 2 of 38. View northeast from traffic island in the center of Massachusetts Avenue at the northeast corner of New York and Delaware Streets showing the 300 block of Massachusetts Avenue
- 3 of 38. View southwest from the west corner of Massachusetts Avenue and Vermont Street showing the 300 block of Massachusetts Avenue
- 4 of 38. View northwest from the east side of the 400 block of N. Alabama Street showing 412 N. Alabama Street (left), the Allegheny Street alley (center), and the parking lot (right) that has been excluded in the boundary decrease
- 5 of 38. View northeast from the south corner of Massachusetts Avenue and Alabama Street showing the 400 block of Massachusetts Avenue
- 6 of 38. West facade of the Sears Roebuck & Company Building at 333 N. Alabama Street, facing southeast from the west corner of Massachusetts Avenue and Vermont Street
- 7 of 38. View of Das Deutsche Haus / The Athenaeum at 401-415 E. Michigan Street, facing southeast from the northwest corner of Michigan and New Jersey Streets
- 8 of 38. East facade of the Murat Temple 502-520 N. New Jersey Street, facing northwest
- 9 of 38. East façade and north elevation of the Murat Temple at 502-520 N. New Jersey Street, facing southwest
- 10 of 38. View of district facing southeast from Riley Towers Tower 1 at 225 E. North Street, showing the prominence of the Barton Tower at 555 Massachusetts Avenue and the Murat Temple at 502-520 N. New Jersey Street on the skyline of the northeast quadrant of Downtown Indianapolis
- 11 of 38. North elevation and west façade of the Barton Tower at 555 Massachusetts Avenue showing texture of concrete, expression of north staircase, and projection of upper floors, facing southeast

Massachusetts Avenue Commercial Historic District (Boundary Adjustment)

Marion County, Indiana

- 12 of 38. West façade of the Barton Tower at 555 Massachusetts Avenue showing articulation of columns and spandrel panels and brick walls flanking main entrance
- 13 of 38. West façade of the Barton Annex at 501 N. East Street, facing southeast from the south corner of Massachusetts Avenue and East Street
- 14 of 38. View of south facades of the Richelieu Apartments at 418-424 and 426-432 E. North Street, the east façade of the Richelieu Apartments at 602-614 N. East Street, and the east façade of the Trowel Trades Building at 620 N. East Street, facing northwest from the southeast corner of East and North Streets
- 15 of 38. View northeast from the west corner of Massachusetts Avenue and North Streets, showing 600 block of Massachusetts Avenue
- 16 of 38. View of 531 and 527 Leon Street, facing northeast
- 17 of 38. View of 521 E. North Street, 531 Leon Street, and 531 Leon Street, facing southeast
- 18 of 38. View of 602, 608, 610-612, and 614 N. Park Avenue, facing northwest from the southeast corner of North Street and Park Avenue
- 19 of 38. View northeast from the west corner of Massachusetts Avenue and Walnut Street, showing 700 block of Massachusetts Avenue
- 20 of 38. View southwest from the north corner of Massachusetts Avenue and Park avenue, showing 600 block of Massachusetts Avenue
- 21 of 38. View of south façade of Indianapolis Fire Engine House No. 8 at 748 Massachusetts Avenue, facing northeast
- 22 of 38. View southwest from center of 700 block of Massachusetts Avenue
- 23 of 38. View southwest from east corner of Massachusetts Avenue and St. Clair Street showing 700 block of Massachusetts Avenue
- 24 of 38. View of 728 Fulton Street and 725, 721-723, and 719 E. St. Clair Street, facing southwest
- 25 of 38. View northeast from near the east corner of Massachusetts Avenue and St. Clair Street showing 800 block of Massachusetts Avenue

Massachusetts Avenue Commercial Historic District (Boundary Adjustment)

Marion County, Indiana

- 26 of 38. View southwest from the roof of the Administration Building & Bottling Plant at 901 Carrollton Avenue showing 800 block of Massachusetts Avenue and relationship of the district to the Indianapolis skyline
- 27 of 38. View north on Carrollton Avenue from Massachusetts Avenue showing (from left to right) Garage No. 1, Garage No. 2, Garage No. 3, and the Administration Building & Bottling Plant of the Indianapolis Coca-Cola Bottling Company Plant at 901 Carrollton Avenue
- 28 of 38. View northwest from the north corner of Massachusetts and Carrollton Avenues showing (from left to right) Garage No. 1, Garage No. 2, Garage No. 3, and the Administration Building & Bottling Plant of the Indianapolis Coca-Cola Bottling Company Plant at 901 Carrollton Avenue
- 29 of 38. View northeast from the northwest corner of Massachusetts Avenue and Carrollton Avenue showing the Administration Building & Bottling Plant of the Indianapolis Coca-Cola Bottling Company Plant at 901 Carrollton Avenue
- 30 of 38. Southeast façade of the Administration Building & Bottling Plant of the Indianapolis Coca-Cola Bottling Company Plant at 901 Carrollton Avenue along Massachusetts Avenue, facing northwest
- 31 of 38. View northwest from intersection of Carrollton Avenue and Ninth Street showing Garage No. 2 and Garage No. 3 of the Indianapolis Coca-Cola Bottling Company Plant at 901 Carrollton Avenue
- 32 of 38. View northeast from northeast corner of College Avenue and Ninth Street showing the west (rear) elevations of Garage No. 2 and Garage No. 3 of the Indianapolis Coca-Cola Bottling Company Plant at 901 Carrollton Avenue; Edison Avenue is between the telephone poles with the signs for “Lot 2” and “Lot 3”
- 33 of 38. View south on Carrollton Avenue from the intersection with Old Tenth Street showing the Administration Building & Bottling Plant (left) and garages (right) of the Indianapolis Coca-Cola Bottling Company Plant at 901 Carrollton Avenue
- 34 of 38. View southeast from Tenth Street showing intersection of Old Tenth Street and Carrollton Avenue, with the Administration Building & Bottling Plant (left) and Garage No. 3 (right) of the Indianapolis Coca-Cola Bottling Company Plant at 901 Carrollton Avenue

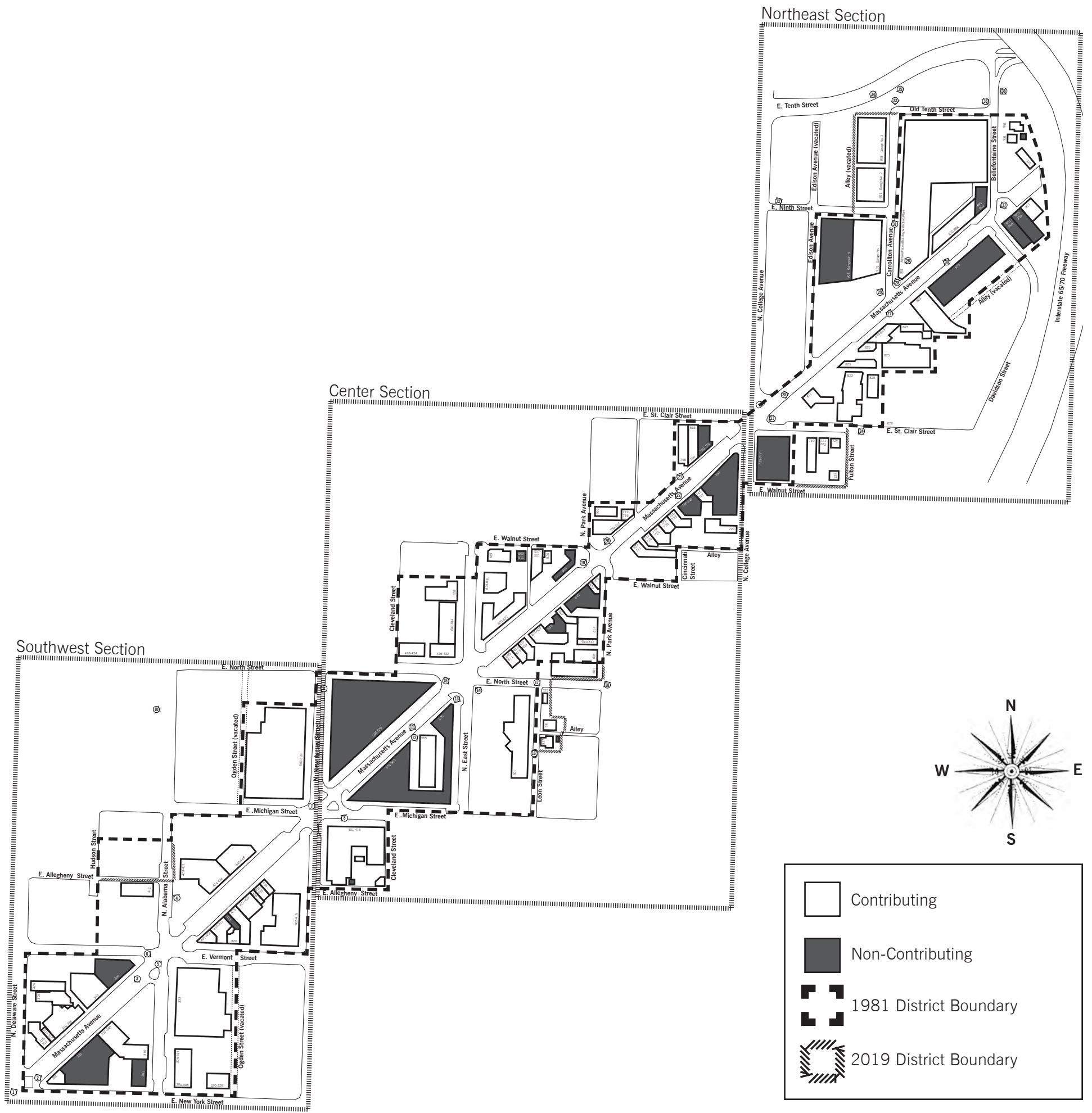
Massachusetts Avenue Commercial Historic District (Boundary Adjustment)

Marion County, Indiana

- 35 of 38. View southeast from the intersection of Old Tenth Street and Carrollton Avenue showing north elevation of Administration Building & Bottling Plant of the Indianapolis Coca-Cola Bottling Company Plant at 901 Carrollton Avenue
- 36 of 38. View southwest from near the southeast corner of Bellefontaine Street and Tenth Street showing east and north elevations of Administration Building & Bottling Plant of the Indianapolis Coca-Cola Bottling Company Plant at 901 Carrollton Avenue
- 37 of 38. View southwest from east corner of Massachusetts Avenue and Davidson Street showing 800 block of Massachusetts Avenue
- 38 of 38. View southeast from northwest corner of Bellefontaine Street and Old Tenth Street showing 951 and 931 Bellefontaine Street and 911 Massachusetts avenue; the frame garage at left sits outside of the district boundary

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

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

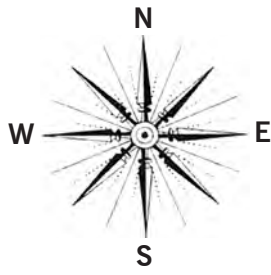






Overview Map

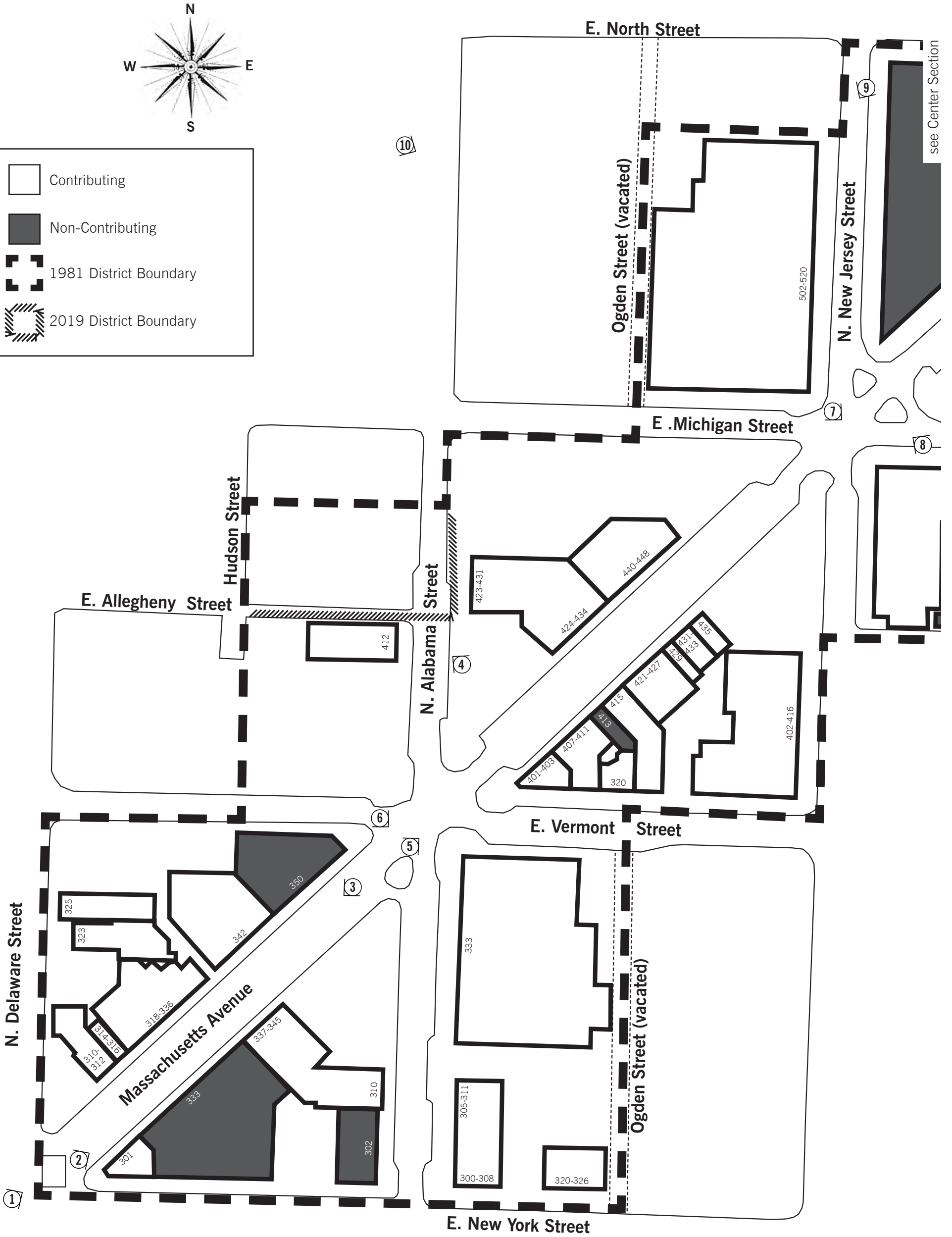
Massachusetts Avenue Commercial Historic District

Boundary Increase, Boundary Decrease, and Additional Documentation

Indianapolis, Marion County, Indiana | 2019



	Contributing
	Non-Contributing
	1981 District Boundary
	2019 District Boundary

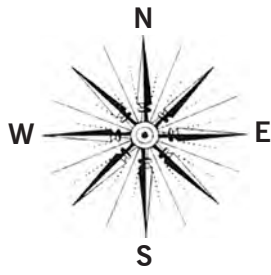


Detail Map: Southwest Section

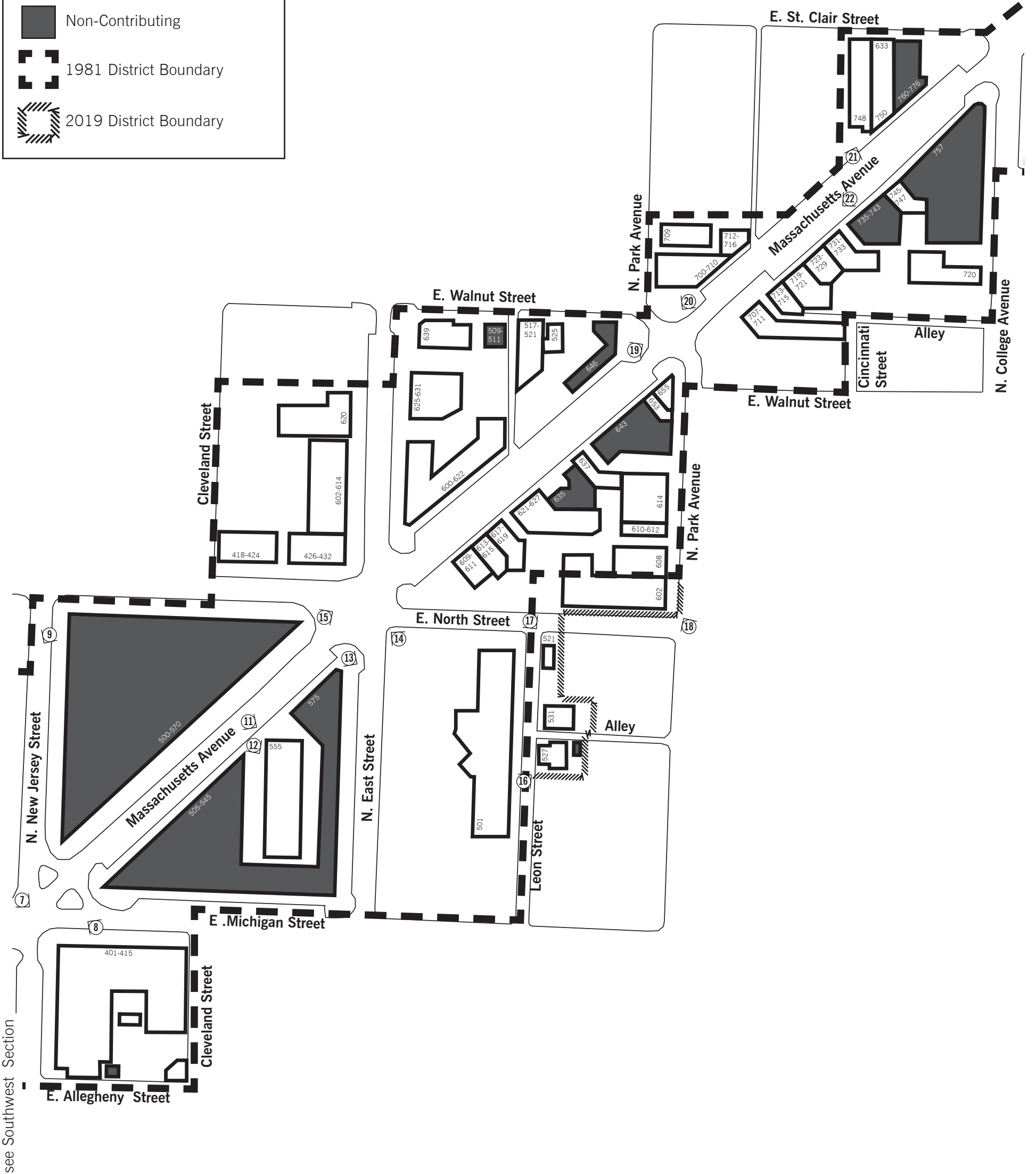
Massachusetts Avenue Commercial Historic District

Boundary Increase, Boundary Decrease, and Additional Documentation

Indianapolis, Marion County, Indiana | 2019

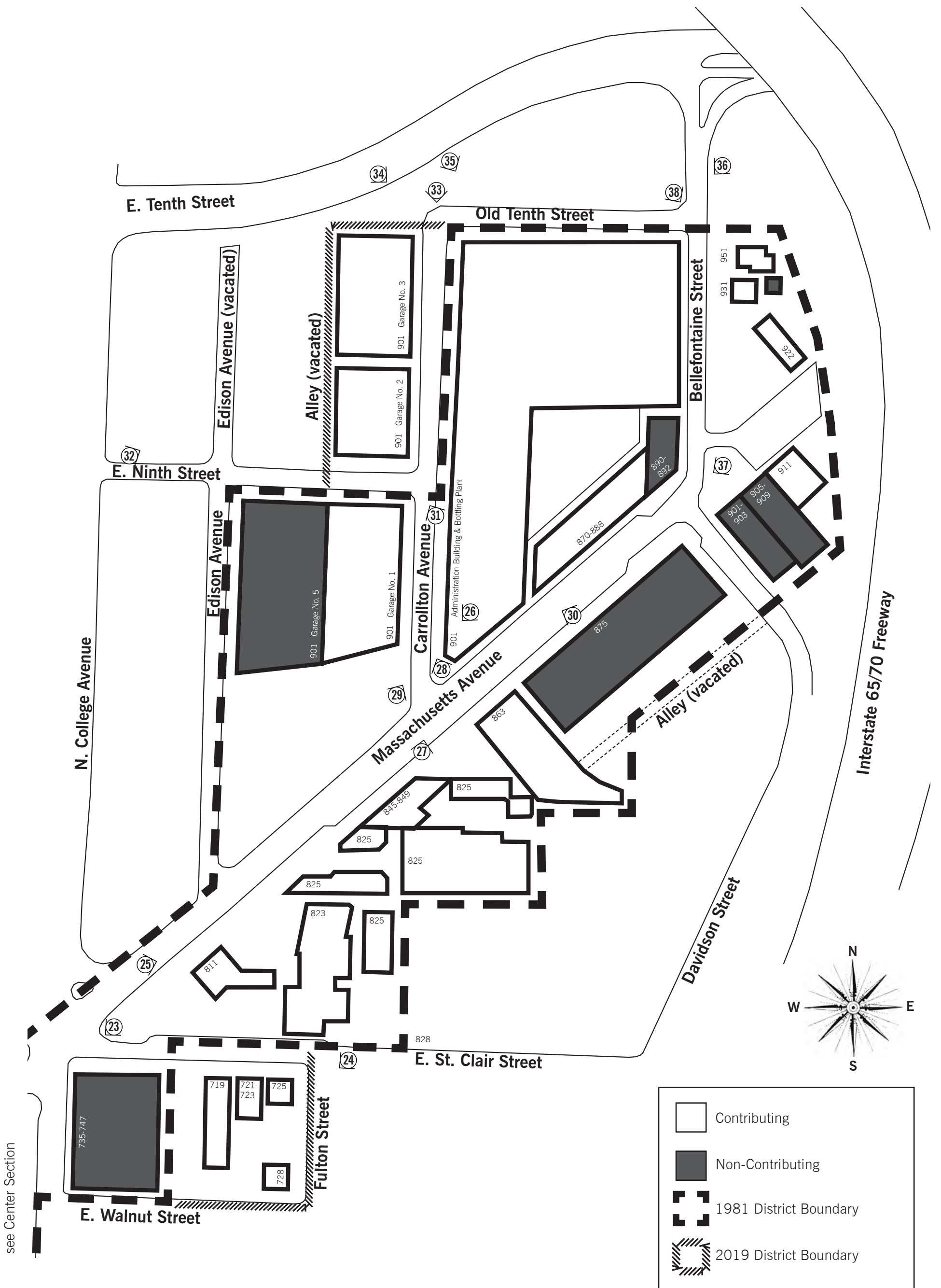


Contributing
 Non-Contributing
 1981 District Boundary
 2019 District Boundary



Detail Map: Center Section
Massachusetts Avenue Commercial Historic District
 Boundary Increase, Boundary Decrease, and Additional Documentation
 Indianapolis, Marion County, Indiana | 2019



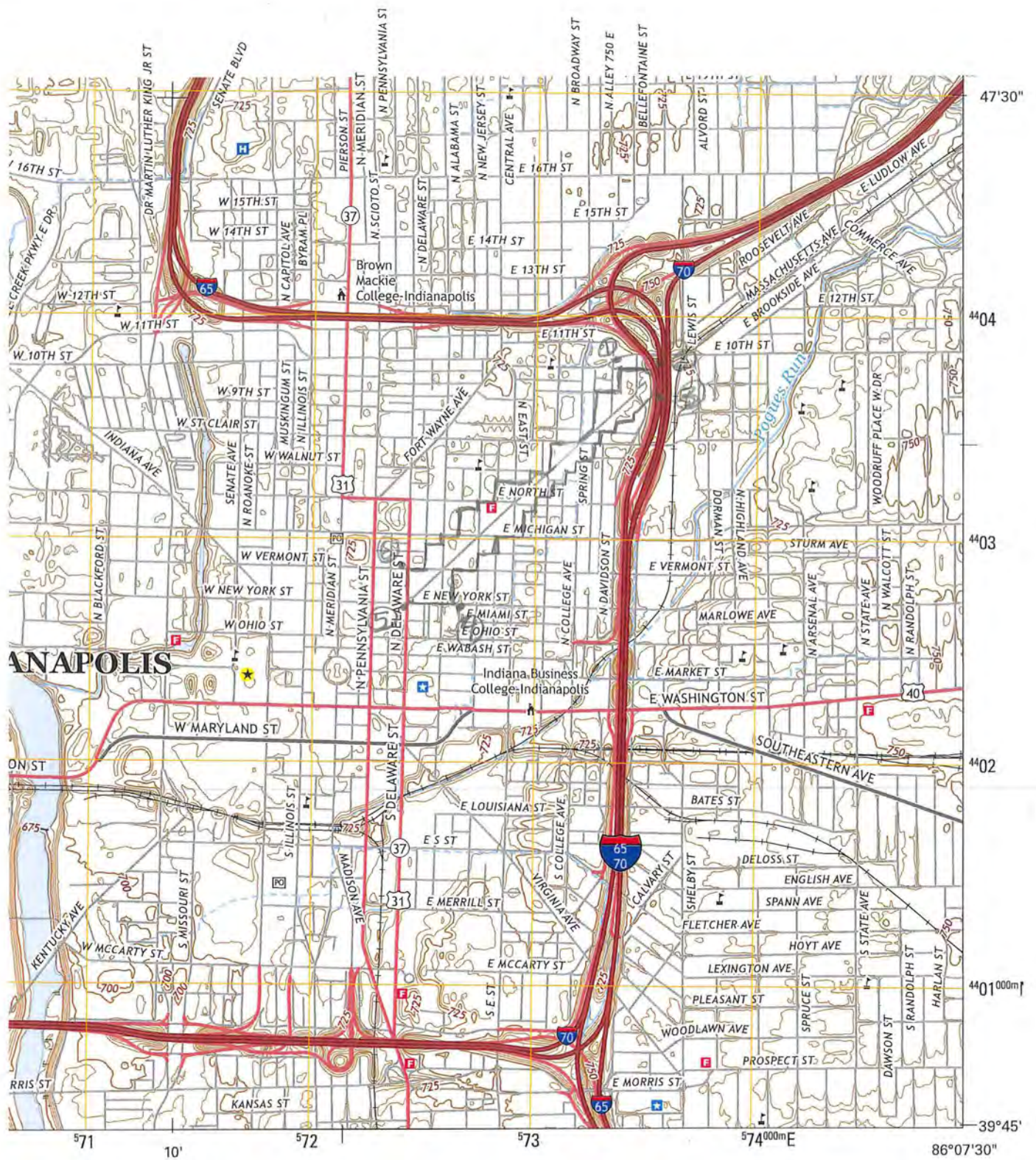


Detail Map: Northeast Section

Massachusetts Avenue Commercial Historic District

Boundary Increase, Boundary Decrease, and Additional Documentation

Indianapolis, Marion County, Indiana | 2019



USGS Map: Indianapolis West Quadrangle, Indiana - Marion Co., 7.5-minute series

Massachusetts Avenue Commercial Historic District (boundary increase)

Indianapolis, Marion County, Indiana | 2017



NAD 83 UTM S

① 16 573240 4403739
 ② 16 573546 4403792
 ③ 16 573523 4403526

④ 16 572616 4402690
 ⑤ 16 572430 4402708
 ⑥ 16 572410 4402904



HAMMON
BLOCK

New York St

Delaware St

6570
N E

W. BASTARD STREET

ONE WAY

ONE WAY

DO NOT ENTER

ONE WAY

NO LEFT TURN

NO RIGHT TURN

NO U-TURN

NO PARKING

NO STOPPING

NO STANDING

NO WAITING

NO DELIVERIES

NO LOADING

NO UNLOADING

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REGIONS

BMO



INDUSTRIOUS
BERKSHAN
PARTNERS

HEDGE ROW AMERICA

verizon



Green street sign with white text, partially obscured.



NUVO
Free by Nuvo.com

P



300 E
Alabama St

NO
TURN
ON
RED

ONE
WAY

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WAY



Massachusetts Av

SEARS ROEBUCK
AND COMPANY

333

333

Needlers
FRESH MARKET

Needlers
FRESH MARKET

Needlers
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FRESH MARKET



New Jersey St

YMCA
NATHANIEL

DO NOT
ENTER

401

B

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DO NOT
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ONE
WAY

DO NOT
ENTER





MURAT
SHRINE
CLUB

MURAT SHRINERS

MURAT SHRINERS









SPEED LIMIT
30

JOHN J. BARRY
APARTMENTS



RENOVATION

CONSTRUCTION
BY THE FINEST
37.917.8705

RENOVATION
BY THE FINEST
37.917.8705







521

Park Ave









STATION NO. 2 FIRE MUSEUM

ENGINE HOUSE
2

8





Keiloung

DO NOT ENTER

DO NOT ENTER

P

NO LEFT TURN



Walter St

No Parking

BASEL

SPEED
LIMIT
30

RETHINK
65 70

ART
BANK

ART
BANK

811

BUILT TO WITHSTAND







MAKE A NIGHT OF IT

Coca-Cola Bottling Co.

RESERVED PARKING





GARAGE

COCA COLA BOTTLING COMPANY

STOP

PLEASE CHECK IN WITH SECURITY

101

101

101



COCA COLA BOTTLING COMPANY

STOP

PLEASE
PARK IN
THIS AREA



COCA COLA BOTTLING CO





STOP

STOP

GARAGE

COCA-COLA BOTTLING COMPANY

NOTICE



STOP

CHECK YOUR BUS!

STOP

LOT 2

LOT 3

1011

Coca-Cola

COCA-COLA BOTTLING COMPANY



Coca-Cola

GARAGE

JOYK





ROAD WORK AHEAD



Coca-Cola

FUTURE HOME OF
THE NEXT BIG THING.

OFFICE LEASING INFO | 317.713.2172

YIELD TO
TRAIL
USERS





LEFT

RIGHT

YIELD

Davidson

Mass Ave

GENERAL CONTRACTORS INDIANAPOLIS 317.375.1111



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action: Boundary Update

Property Name: Massachusetts Avenue Commercial District (Boundary Increase and Decrease)

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: BC100004725

Nominator: SHPO

Reason For Review:

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> Appeal | <input checked="" type="checkbox"/> PDIL | <input type="checkbox"/> Text/Data Issue |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape | <input type="checkbox"/> Photo |
| <input type="checkbox"/> Waiver | <input type="checkbox"/> National | <input type="checkbox"/> Map/Boundary |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period |
| <input type="checkbox"/> Other | <input type="checkbox"/> TCP | <input type="checkbox"/> Less than 50 years |
| | <input type="checkbox"/> CLG | |

Accept Return Reject 12/4/2019 Date

Abstract/Summary Comments: This BI and BD adds in a number of resources that are related to the history and development of the district and takes out a small peripheral section where building have been demolished. This action was submitted in conjunction with AD for the original district.

Recommendation/ Criteria: Accept / A & C

Reviewer Jim Gabbert Discipline Historian

Telephone (202)354-2275 Date _____

DOCUMENTATION: see attached comments : No see attached SLR : **Yes**

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



Indiana Department
of Natural Resources

BC 100004735
ATD 82 00 08 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 • dhpa@dnr.IN.gov • 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