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NAME: ~~The~~ Sid-Mar  
LOCATION: 401-403 Massachusetts Avenue  
OWNER: James H. Newlin  
ADDRESS: 7105 South McLain Drive, Indianapolis, Indiana 46217

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MAP NUMBER: 1

7. DESCRIPTION:

On the northeast corner of the diagonal intersection of East Vermont Street and Massachusetts Avenue is the triangular-shaped, three-story commercial/flats building known as the Sid-Mar (Photo 1 of 42). Built in 1887, the style is typically commercial Italianate. Constructed of common bond brick (now painted) and limestone trim, the west facade at the street level has large rectangular window openings (altered) for commercial use. THE "I" beams with small rosettes are still in place. The windows on the second and third stories use Italianate segmental rowlock arches above and smooth limestone sills below. A small cove stringcourse divides the two upper stories. The west and south facades terminate in two slightly projecting double rows of corbelled bricks. There may have been a metal Italianate style cornice attached here. Two polygonal bays were added later (date not determined) to the Vermont Street facade. Several windows have been bricked in along this side of the building.

8. SIGNIFICANCE:

The Sid-Mar at 401-403 Massachusetts Avenue, is the oldest building in this group. It is a significant example of the first building type presented in this nomination--the commercial/flats building. Shown as "under construction" on the 1887 Sanborn Insurance Map, the Sid-Mar was probably built by Rezin R. Hammond. Hammond purchased a building permit in April of 1887 authorizing the construction of a "business and houses block" at Massachusetts Avenue and Vermont Street. Hammond, in the grocery and real estate business according to the 1887 Polk's City Directory, was the owner/builder of the 1874 Hammond Block (National Register) at Massachusetts Avenue and New York Street. Hammond died in 1897 and was buried in Crown Hill Cemetery.

The second owner of the Sid-Mar was William Frankfort. Between 1905 and 1917 he operated a tavern, "The Point," at 401 and a clothing store at 403 Massachusetts Avenue as well as living in flat number three with his wife and family. At Frankfort's death in 1917, the property was transferred to his son Sidney, who was probably responsible for naming the building the "Sid-Mar" in 1916. The name might have been derived from the names of Sidney and his brother Martin. The building remained in the Frankfort family until after 1941.

The 1914 Polk's City Directory reveals the occupants of the flats to be typical of the apartment dwellers of the time. Several widows and retired couples occupied the building along with the Frankfort family and two working women--one a clerk and the other a stenographer at Merchant's National Bank. Throughout the years since 1914 the commercial space at 403 has been let to a variety of businesses from doctors to insurance agencies. The 401 address, however, has continuously served as a tavern, making this structure, already included in the National Register Massachusetts Avenue Commercial District, an important focal point for neighborhood activity.

Downtown Apartment Flats Thematic Resources  
Indianapolis, Indiana

CONTINUATION SHEET

Page 23

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10. GEOGRAPHICAL DATA:

Acreage: Less than one acre

Quadrangle Name: Indianapolis West

Quadrangle Scale: 1:24,000

UTM REFERENCES:

16    572640    4402660

Zone        Easting        Northing

BOUNDARY DESCRIPTION:

Parcel 1-01-22567. Sixty-six Feet on Massachusetts Avenue, Seventeen Feet on Vermont Street, Southwest Corner Block Eighteen. Key Code 81-034-011.