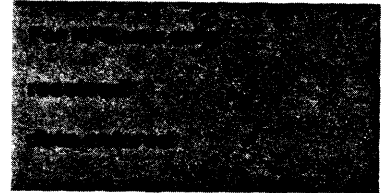


**United States Department of the Interior
National Park Service**

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



Continuation sheet ATTACHMENT I

Item number

Page 25

FOUNTAIN SQUARE COMMERCIAL AREA: Virginia Avenue District

The Virginia Avenue District is the largest of the three Fountain Square Historic Commercial Areas. It contains 43 contributing buildings and eight non-contributing. The majority are of brick construction and average two stories in height. This area has the greatest variety in architectural styles and age of buildings. Ages of structures range from 1873 to the present.

The five-way intersection at Virginia Avenue, Shelby Street and Prospect Street is the nucleus of the area and is where the commercial growth began. Early residences and churches were located along Virginia Avenue, including the Lovely Lane African Methodist Episcopal Church at 938 Virginia Avenue(demolished). As Virginia Avenue developed, residences were replaced or altered to serve as commercial buildings. Older commercial buildings were also replaced when prosperity permitted. For example the Fountain Square Theater building replaced a substantial three-story brick "Italianate" commercial building (Mohs Block) built in the early 1870s. The Fountain Block (1903) replaced a frame building which had served as a grocery business since the early 1870s. Although some demolition has occurred on the northern end of Virginia Avenue, the area still presents a strong sense of place.

36, D
32, J

The Virginia Avenue District provides identity to the commercial area with the largest concentration of significant commercial buildings and the area's namesake — the fountain. Although some commercial enterprises existed at the main intersection, growth was not significant until the first street railway entered the area in 1864. Since the line ended at the five-way intersection, then known as "The End," a variety of commercial buildings were built. The most substantial was the Mohs Block located at the southeast corner of Shelby and Prospect.

As business practices changed and the "branch" stores came into existence, Fountain Square became a popular place for locating a branch. Examples in this area include: the Guarantee Tire and Rubber Company's first branch at 938-40 Virginia Avenue, and the Horuff Shoe Store, whose home office was located further north on Virginia Avenue. Grocery Stores also had branch stores in the area. Among those represented were the Kroger Grocery and Baking Company, the Standard Grocery Company, and the Great A. & P. Tea Company.

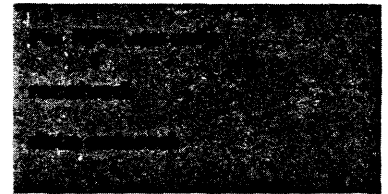
37

The Virginia Avenue District was also the location of all but one theater. The Granada and Fountain Square Theatres were the most prominent architecturally and functionally within the area. Serving as a recreational facility with both theater and ballroom, the Fountain Square Theatre Building also housed many of the physicians and dentists who served the community. An obstetrician, Dr. John Rosenberg, practiced in the Fountain Square area for nearly 50 years and was cited in the Indianapolis News (August 5, 1954) for having "delivered nearly 5,000 babies, most of them on the Southside." From the date of the building's construction (1928) until Dr. Rosenberg's death in 1954, he had his offices in the Fountain Square Theatre Building.

22, G
36, D

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

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



Continuation sheet ATTACHMENT I

Item number

Page 26

The following lists represent the contributing and non-contributing buildings within the Virginia Avenue District. All of the non-contributing buildings function as commercial buildings and respect the scale and massing of the contributing buildings. Therefore these structures are not considered intrusive.

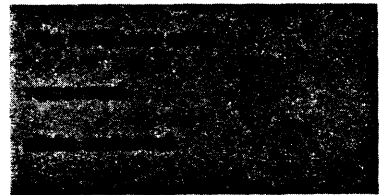
CONTRIBUTING

Address	Date	Name	Map
848 Grove Avenue	c. 1900	Koehring and Sons Warehouse	4
1102 East Prospect Street	c. 1885		43
1104-10 East Prospect Street	1913	The Sanders (Apex) Theater	44
1112-14 East Prospect Street	1908		45
1116-18 East Prospect Street	1912	Fountain Square Hardware Co.	46
1117-19 East Prospect Street	1926		48
1121-23 East Prospect Street	1932		49
1126-28 East Prospect Street	c. 1924		50
1127 East Prospect Street	1929		51
1130-32 East Prospect Street	1930		52
1024-26 South Shelby Street	1875 c.1916	Southside Wagon and Carriage Works/ Saffel Chair Company	34
1033 South Shelby Street	1893		35
*1101-15 South Shelby Street	1928	Fountain Square Theatre Bldg	36
1108-16 South Shelby Street	1900		37
1127-29 South Shelby Street	1932		38
1143-45 South Shelby Street	1915		42
870 Virginia Avenue	c. 1904		1
874 Virginia Avenue	1909		3
902-06 Virginia Avenue	1876/1915	Woessner Building	5
936 Virginia Avenue	1885		7
938-42 Virginia Avenue	1924	Guarantee Tire & Rubber Co.	8
944-48 Virginia Avenue	1886/1900	Arnholter Block	9
950 Virginia Avenue	1871	Arnholter House	10
1006 Virginia Avenue	1883/1911		12
1008 Virginia Avenue	c. 1914		13
1010-14 Virginia Avenue	c. 1894		14
*1016-18 Virginia Avenue	1893	J. P. Bruce Bakery	15
1022 Virginia Avenue	1876		17
*1024-26 Virginia Avenue	1875		18
1028-30 Virginia Avenue	c. 1925	Wyn-Lee Building	19
1042 Virginia Avenue	1908		21
*1043-47 Virginia Avenue	1928	Granada Theatre	22
1044-46 Virginia Avenue	1911	Southside Theater	23
1048 Virginia Avenue	1915		24
1052 Virginia Avenue	c. 1907		25

DATE: 11/17/04
BY: 12/31/04

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

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



Address	Date	Name	Map
*1053-57 Virginia Avenue	1895	Schreiber Block	26
1054 Virginia Avenue	c. 1875		27
1056 Virginia Avenue	c. 1875		28
1058 Virginia Avenue	1892		29
*1059 Virginia Avenue	1922	Fountain Square State Bank	30
1060 Virginia Avenue	c. 1874		31
*1062-68 Virginia Avenue	1902	Fountain Bank	32
1065-67 Virginia Avenue	1922		33

NON CONTRIBUTING BUILDINGS

Address	Number	Photo
1113-21 Boone Street	47	
1131 South Shelby Street	39	N
1135-37 South Shelby Street	40	N
1139 South Shelby Street	41	N
872 Virginia Avenue	2	
920 Virginia Avenue	6	
1004 Virginia Avenue	11	
1020 Virginia Avenue	16	
1036 Virginia Avenue	20	0

*Building described in Item 7, Description

Acreeage: Approximately 12 acres