HISTORIC AREA PRESERVATION PLAN

FOUNTAIN SQUARE

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HA-16 (FS)

A part of the
Comprehensive Plan for Marion County

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Prepared by:

Indianapolis Historic Preservation Commission
Indianapolis, Marion County, Indiana

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FOREWORD

The Indianapolis Historic Preservation Commission points with pride to what man has accomplished in the course of Indianapolis history. Many of these accomplishments are embodied in our architecture, and it is therefore with the hope of recording and perpetuating a tangible record of this architecture for the culture of the present and future, that the Commission recognizes the uniqueness of Fountain Square and presents this plan for the preservation of that unique character.

The interest and impetus for creating historic area plans comes from citizens because they ultimately live and work in the neighborhood. For this reason, the emphasis of this plan is on explaining for the non-professional preservationist the process and the requirements outlined in the scope of the plan and its subsequent administration.

The plan has been designed with a new format to accommodate the following:

1. The notebook style of the plan recognizes that neighborhoods change during the revitalization process and consequently new information should be added as it becomes available. Rather than publish a new plan every five years, this format becomes a working notebook.

2. The streetscape photographs provide building relationships so that the review process places the building in the visual context of the entire district.

3. The chapter on historic significance includes new building categories and their definitions to clearly indicate each building's contribution to the character of the total district.

4. Design Guidelines play an important role in this plan. These guidelines graphically illustrate rehabilitation and new construction standards and will assist the owner and architect in interpreting appropriate and inappropriate modifications to buildings early in the planning process.

Sallie Rowland

Sallie Rowland, ASID
President
Indianapolis Historic Preservation Commission

INTRODUCTION

BACKGROUND

The name "Fountain Square" has been associated with this area of the city since the first fountain was erected in 1888 on the site of what had been the turn table for the early horse-drawn streetcars that operated on Virginia Avenue. The current fountain provides a focal point and identity for this commercial area. The greatest period of growth for Fountain Square was in the teens and early twenties, which corresponds with the elevation of the railroad tracks over Virginia Avenue and the replacement of the former cast-iron fountain with the current one. During this period, numerous movie theaters were constructed and the larger retail companies began operating branch stores in Fountain Square.

PURPOSE OF THE PLAN

The adoption of an historic area plan for Fountain Square is an important step for the renaissance of the area. The principal reason for preparing and adopting a preservation plan for Fountain Square, is to protect the historic fabric and character of the area, and to encourage new development, which will enhance that character. The protection that the plan affords to assist revitalization efforts in the area by reviewing rehabilitation and new construction plans, offering technical rehabilitation assistance, and controlling demolition will encourage reinvestment on a broad scale. The plan will also serve to increase public recognition and foster pride in the historical and architectural significance of the district.

The federal government officially recognized this historical and architectural significance in June 1983 with the placement of Fountain Square on the National Register of Historic Places. The National Register district is smaller than the area encompassed by the plan because the boundaries were expanded in the plan to include contiguous land and buildings that would have an important impact on the successful redevelopment of the area.

The use of historic preservation as a tool for commercial revitalization is relatively new and has gained momentum through the establishment of the National Mainstreet Center by the National Trust for Historic Preservation. Because neighborhood commercial areas act as the "Main Street" for surrounding residential areas, many concepts used in the revitalization of small town "Main Streets" are relevant to Fountain Square. Among the factors which have contributed to the use of preservation for commercial revitalization are: a desire for identity; increased interest in our heritage, both on a national and local level; a need to compete with regional shopping malls; the economic incentives available for the rehabilitation of historic structures; and a new appreciation of the advantages of conserving rather than discarding the building fabric which we have inherited. Fountain Square is a part of this trend toward revitalization through historic preservation.

METROPOLITAN SETTING

Fountain Square is a linear commercial district that began to develop in the early 1870s at the intersection of Prospect and Shelby Streets and Virginia Avenue and soon radiated outwards along these same streets. It is situated on the southeast side of Indianapolis just outside the Regional Center, the governmental and business center of Indianapolis, roughly circumscribed by the interstate highway loop of I-65, I-70, and its proposed connector, Harding Street. Virginia Avenue connects Fountain Square with the Regional Center and is the only intact diagonal street from the original 1821 Ralston plat of Indianapolis.

PARTICIPANTS

The Fountain Square historic commercial area preservation plan was prepared for the Indianapolis Historic Preservation Commission (IHPC) by the IHPC staff. A special liaison committee composed of residents, merchants, representatives of the Fountain Square-Fletcher Place Investment Corporation (FSFPIC) and other community organizations, has been involved in formulating some of the policy decisions made while the plan was under development. Staff members of the city divisions of Development Services, Planning, and Economic and Housing Development have been consulted in the gathering of data and in the formation of recommendations.

PRESERVATION GOALS

Fountain Square has been fortunate to have both maintained a separate identity over the years and not to have suffered as great a decline as other near-downtown commercial areas. Except for the demolition caused by the construction of Interstates 65 and 70, very few structures have been lost. What decline has occurred is the result of two primary factors: the construction of the interstates, and a change in the economic base of the community. The interstates are responsible for routing traffic away from Fountain Square and for facilitating travel to shopping centers. They also create physical and psychological boundaries which tend to isolate and separate Fountain Square from surrounding neighborhoods.

Over the past few years the Fountain Square Merchants Association, in cooperation with the Southeast Multi-service Center and the United Southside Community Organization (USCO), has helped to create and operate a program designed to improve both the physical and the economic conditions of the area. This program is operated by the Fountain Square-Fletcher Place Investment Corporation (FSFPIC). One of the first projects in their revitalization effort was to return the fountain to its original location, from the Garfield Park conservatory.

The Indianapolis Historic Preservation Commission has undertaken the development of this historic plan for Fountain Square with certain preservation goals as guiding principles. The primary goal is to encourage the revitalization necessary to make Fountain Square a vital commercial center with a strong historic identity. The plan can help bring this about in the following ways:

> By establishing the framework by which the City of Indianapolis and the private sector may preserve, rehabilitate and restore the historic character in Fountain Square and ensure that future development is compatible with that character.
>
> By illustrating the potential of Fountain Square as a viable near-downtown commercial area and encouraging its development as such.
>
> By demonstrating that preservation of Fountain Square's historic character will produce a desirable environment in which to live and shop, and at the same time enhance part of the heritage of the greater Indianapolis community.

The primary goal of the plan is to encourage and facilitate the preservation of Fountain Square's historic character with the economic revitalization of Fountain Square; the following functional goals reflect the intent of the primary goal and will help in achieving this end. These goals should be utilized as a guide in the preparation of annual program objectives by various neighborhood organizations, preservation groups, city agencies, business affiliations, and private individuals who will play a part in the implementation process:

To preserve and rehabilitate historic buildings in the Fountain Square commercial area.

To increase public awareness of the value of revitalization through the preservation of Fountain Square's historic character.

To encourage compatible infill development.

To encourage the retention of existing, and the establishment of new businesses which have a neighborhood focus.

To encourage the re-use of vacant and underutilized structures with uses which are compatible with both the building and the commercial area.

To improve the physical environment by encouraging landscaping, public improvements, and the retention of street features such as brick alleys, limestone curbs, etc. which will enhance the area's historic character.

To foster pride in the area and heighten the greater Indianapolis community's appreciation of Fountain Square's contribution to heritage.

To discourage demolition and the construction of surface parking facilities, or additional commercial structures which would encroach into the adjacent residential neighborhoods.

INTRODUCTION

The Fountain Square Historic Commercial Area has significance for the city of Indianapolis in the following areas: commerce and ethnic settlement, theater, and transportation. Each area of significance emphasizes the commercial nature of the area. The specific section on commerce emphasizes the responses and effects which led to and supported the commercial activity of the area from the 1870's to the present. Special significance lies in the fact that the Fountain Square historic commercial area is the only area of its kind still extant in Indianapolis; it is the oldest area of Indianapolis outside the central business district to function continually since the 1870's as a recognized commercial area. The historic German ethnic influence in the area adds to its distinctive character.

The area derives its name from the successive fountains which have been prominently located at the intersection of Virginia Avenue, East Prospect and Shelby Streets. The commercial area of Fountain Square along these streets, and those buildings specified in the building inventory are remnants of the historic commercial activity that has been associated with Fountain Square. These buildings are located in a district along Virginia Avenue, East Prospect Street, and Shelby Street, and in two smaller districts along East Prospect Street: one at the intersection of Laurel Street, the other at State Avenue. These nodes contain the only surviving remnants of historic commercial activity in Fountain Square along East Prospect, beyond the larger district identified above.

COMMERCE AND ETHNIC SETTLEMENT

Fountain Square has been a commercial area for over 100 years. As a commercial district which developed outside the city center, Fountain Square was a distinctive part of commercial growth in Indianapolis.

The intersection of Virginia Avenue, Prospect and Dillon (Shelby) Streets in southeastern Indianapolis, 1876. Illustrated Historical Atlas of Indiana (Chicago: Buskin, Forster & Co., 1876).

In December 1835 Calvin Fletcher and Nicholas McCarty -- Indianapolis pioneers -- purchased Dr. John H. Sanders' 264-acre farm with the intent to lay out this area southeast of the city center as "town lots" and to sell the small parcels for a "handsome advance."[1] With such a plan in mind, it is not surprising that a neighborhood identity would develop with new settlement and commercial enterprise in the area.

The first settlement in what became Fountain Square was by the Fletcher family. Other than the residences along Virginia Avenue, settlement was sparse prior to 1870. Between 1870 and 1873, as residential and commercial growth occurred along Virginia Avenue and East Prospect Street, the area was platted and replatted a total of eight times. The area's rapid settle-

OF INDIANA.

Ward in the city government as a member of Council, and has always taken an active interest in political matters.

NICOLL THE TAILOR,

INDIANAPOLIS BRANCH, No. 9 SOUTH ILLINOIS ST.

A mammoth establishment, extending from No. 139 to No. 151 Bowery, New York, with a magnificent array of fine fabrics for gentlemen's wear, with prices of suits and garments plainly marked thereon, is the general headquarters of this great clothing and tailoring house, the ramifications of which extend to all sections of the Union. In addition to the seven immense stores thrown into one on the Bowery, Nicoll has numerous other establishments on Broadway as well as in other portions of New York City and Brooklyn and extensive branch houses in Buffalo, N. Y.; Philadelphia, Pittsburgh, Newark, N. J.; Baltimore, Md.; Washington, D. C.; Chicago, Ill.; Boston, Mass.; Cincinnati, O.; San Francisco, Cal.; St. Louis, Mo.; New Orleans, La.; Providence, R. I.; Syracuse, N. Y.; Albany, N. Y.; Rochester, N. Y.; Louisville, Ky.; Cleveland, O., and Indianapolis, Ind. The Indianapolis house is located at No. 9 South Illinois St. and conducted upon the same general plan and principal of the parent house. The choicest and most fashionable fabrics are carried in stock, from which customers can make their selections, and garments are manufactured in the most complete and thorough manner at prices even lower than are commonly demanded for inferior grades of ready made clothing, the immense purchases made to supply all these branch establishments enabling him to offer inducements which cannot be duplicated by small houses. Among the specialties for which this house has acquired a national reputation are fine business suits at $12, $15, $20 and $25, made to order, and the best styles of pants to order at $3, $4, $5 and $6. The Indianapolis branch is conducted under the immediate supervision of Mr. J. H. McCarthy, who is a native of New York and was born in 1860. Although yet a young man, he possesses fine business qualifications and a thorough knowledge of the business.

C. KAHL,

PROPRIETOR SOUTH SIDE WAGON AND CARRIAGE WORKS, 383 DILLON ST.

This business was originally established in this city in 1875 at No. 704 West Washington St., and removed to the South Side in 1881. The building used for blacksmiths' shop is 30 x 60 feet in dimensions and contains three fires. The wagon shop, which is two stories high, is 20 x 30 feet in size, the first floor being occupied for the wood working department and the second floor for paint and varnish room. Mr. Kahl makes a specialty of the manufacture of carriages and wagons to order, and devotes especial attention to repairing in all its branches in both wood and iron work,

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painting, etc. He also makes a specialty of horseshoeing upon scientific principles and general jobbing. Mr. Kahl is a native of Schleswig Holstein, Germany, and was born in 1852. He came to New York in 1871, and to Indianapolis the same year. He was first employed at the Indianapolis Car Works and subsequently with Mr. Wm. Webber for three years prior to engaging in business on his own account. He is a thorough practical workman, conversant with all the details of the business.

THE J. S. & M. PECKHAM STOVE CO.,

No. 140 EAST WASHINGTON ST.

In 1882 this house was opened as a branch house of J. S. & M. Peckham, stove manufacturers, Utica, N. Y., for the display and sale of the various styles of parlor, heating and cooking stoves, ranges, and white and gray enameled and grained hollow ware and stove dealers' supplies manufactured by this popular firm. A large and steadily increasing trade has been secured throughout the states of Indiana, Ohio, Illinois, Missouri, Michigan, and other remote points, besides a most gratifying local demand. Mr. Kingman carries at all times in stock samples of the various styles manufactured by this firm, including the new patterns of Columbia parlor stoves, in three sizes, the improved Freedom Range for wood and coal, and the celebrated Dr. Chauncy improved cooking stove in two sizes, for burning wood exclusively. This establishment is also the headquarters for improved enameled hollow ware. Mr. Kingman has a lifelong experience in connection with the stove business. He had for many years the management and control of the financial department of the Delos, Root & Co. Stove Works in this city, now known as the Indianapolis Stove Company, and has also represented the Utica house of J. S. & M. Peckham in various parts of the Union prior to the establishment of his present enterprise in this city.

"EAGLE" CLOTHING HOUSE,

SIMONS & GUNDELFINGER, 5 AND 7 WEST WASHINGTON ST.

This house, one of the oldest in its line here, was established more than 30 years ago by Dorsham & Gundelfinger. To the latter may truthfully be assigned the credit of being a pioneer of the clothing trade in this city, he also having been identified with the early history of the "Arcade" clothing house. The present partnership was founded in the spring of 1880 and the premises now occupied for business purposes comprise the spacious four story brick building known as "Hubbard's Block," 35x100 feet in dimensions, where is carried an admirably selected assortment of ready made clothing and gentlemen's furnishing goods, complete in every department and purchased direct from manufacturers and importers with an express view to the requirements of the trade in this section. Eight salesmen and assistants are regularly employed and the average valuation of stock carried will reach fully $[illegible], while the annual transactions closely approximate $[illegible], with a trade derived from both city and country within a radius of 40 miles in all directions. Mr. Leopold Simons is a native of Germany and was born in 1844. Mr. Benjamin Gundelfinger is also a German by birth and was born in 1836. They are both gentlemen of wide and extended experience in business matters.

George Doerr,

GROCERIES AND PROVISIONS, No. 383 Dillon Street.

[illegible]

Schlitz Hagen and Charles Kahl,

C. Kahl, CARRIAGES, No. 383 Dillon Street.

[illegible]

J. Schumann,

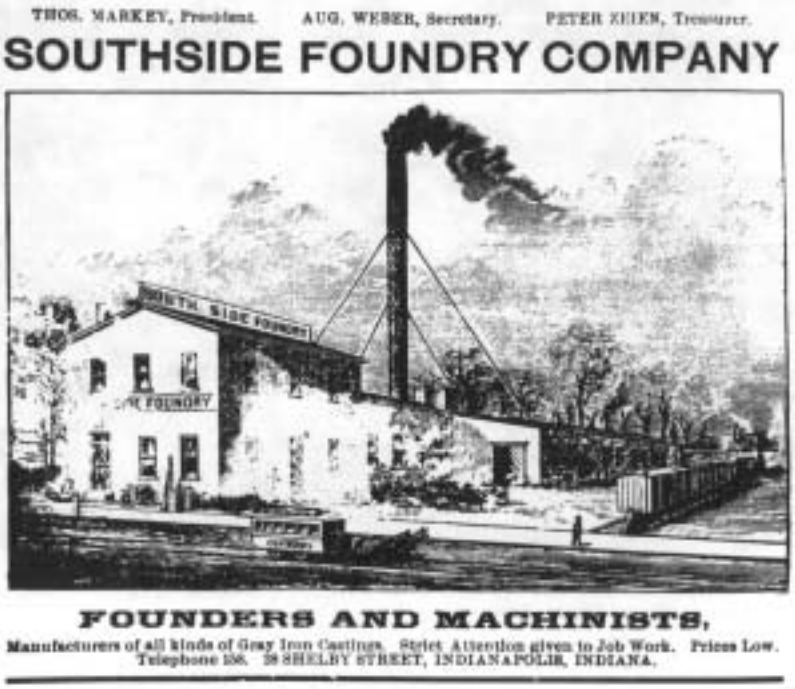
GROCERY, No. 217 Cor. Huffington Street.

[illegible]

Charles Kahl proprietor of the Carriage Works (1024-1026 South Shelby) advertised in both languages. From Manufacturing and Mercantile Resources of Indianapolis, Part IV, Resources and Industries of Indiana, 1883, p. 648-649.

ment and commercial growth, in the mid 1870's, is illustrated by the increase in the businesses there.[2] This period of development was the result of the influx of German immigrants to the area. It was also an effect of frequent isolation from the city center. The Fountain Square area was periodically cut off from the center of the city by two rail lines which crossed Virginia Avenue. For this area to develop and to serve area residents in the 1870's, it was necessary for commercial interests to locate south of the rail crossings on Virginia Avenue. As a consequence, businesses opened along Virginia Avenue and onto East Prospect and South Shelby Streets, and within a few years, a commercial area with a distinctive German character was established.

German immigration greatly influenced the commercial development of Fountain Square. Although the reasons for emigration were varied, most of the pioneer Germans to settle in Indianapolis before 1850 were artisans: carpenters, shoemakers, tailors, coopers, blacksmiths, and common laborers.[3]

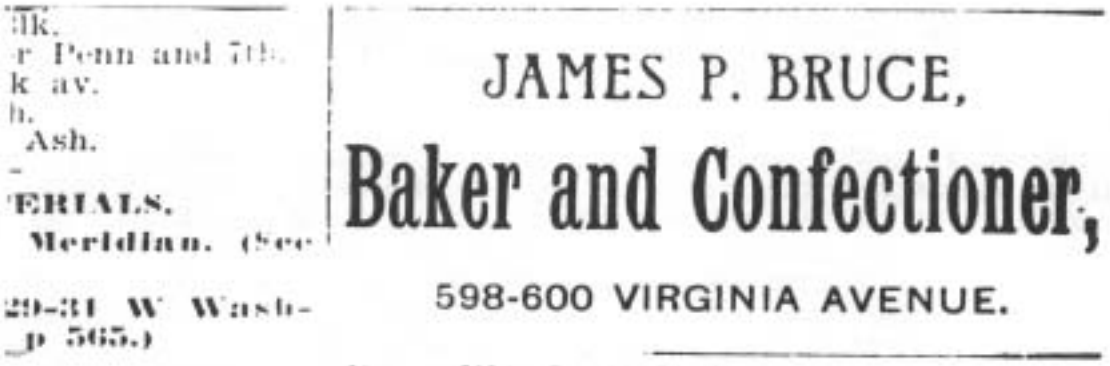


1890 advertisement for Southside Foundry Co., which was located south of the Square between Morris and East Prospect Streets. 1890 Indianapolis City Directory, p. 28.

Many professional middle class Germans emigrated because of Germany's political and economic instability caused by the unsuccessful liberal revolution of 1848 and the ensuing conservative response. In the 1850's they settled throughout the Midwest, including Indianapolis.[4] During this period, Indianapolis also attracted Germans who had previously settled in Cincinnati or in smaller rural enclaves throughout Indiana. A large, educated working-class group of Germans was among those settling in Indianapolis beginning in the late 1860's and early 1870's. By 1875, completely German communities, nearly self-sufficient, existed in and around Indianapolis. Although the German immigrants in Indianapolis did not follow a pattern of

settling in one area of the city, as they had done elsewhere in the Midwest, there was a large concentration of Germans on the "south side,"[5] particularly in the Fountain Square area. The oldest German enclave was that of "Germantown" on the near Eastside, including Lockerbie Square area. Many Germantown inhabitants moved down Virginia Avenue to establish a second enclave. There were numerous German businesses which developed in and contributed to Fountain Square's commercial area.

Charles Yorger's meat market was at the 1004 Virginia Avenue location from 1892 to 1930. Indiana Division, Indiana State Library.



1895 advertisement for the Bruce Baking Co., located in the same building (1016-1018 Virginia Avenue) from 1876 to 1924). 1895 Indianapolis City Directory, p. 862.

The table below, compiled from City Directories, identifies the long-term commercial interests in Fountain Square, which includes numerous German names. Particular note should be of Poppe's Grocery, one of the initial German enterprises in Fountain Square, and of Lorber's Saloon, the business with the longest, continuous occupancy at one location in Fountain Square.

LONG-TERM BUSINESSES[6]

Poppe Grocery (1870s-1906), 936 Virginia Avenue

J. P. Bruce Bakery (1876-1924), 1016-18 Virginia Avenue

Buddenbaum-Albertsmeyer Grocery (1888-1922), 1413 E. Prospect St.

Mangold-Roepke Saloon (1888-1922), 1335-39 E. Prospect St.

Mitschrich-Schaeffer Feed Store (1888/93-1931), 1623 E. Prospect St.

Franke Hardware/Hall (1894-1941), 1633-37 E. Prospect Street

Samuel P. Lorber's Saloon (1885-1975), 1638-40 E. Prospect St.

Stuckmeyer-Johnson Pharmacy (1899-1933), 1415-19 E. Prospect St.

Morbach Dry Goods (1901-30), 1701-03 E. Prospect St.

Haverkamp and Dirks Grocery (1905-47), 1702-06 E. Prospect St.

Wiese-Wenzel Pharmacy (1905-50s), 1701-03 E Prospect St.

Fountain Square State Bank (1908-22), 1042 Virginia Avenue

Sommer-Roempke Bakery (1909-45), 1631 E. Prospect St.

Bair's South Side Theater (1910-35), 1044-46 Virginia Avenue

Iske-Rockstroh/Banner-Whitehill Furniture (1910-38), 1054 Virginia

Fountain Square Hardward Company (1912-30s)
Owner: Alfred Obergfell 1116-68 E. Prospect St.

The Sanders (Apex) Theater (1914-52), 1104-10 E. Prospect St.

C. J. Quack Barbershop (1917-34), 1707-09 E. Prospect St.

Fountain Square Post Office (1927-64), 1028-30 Virginia Avenue

Charles R. Kluger, Jeweler (1928-40), 1064 Virginia Avenue

Fountain Square Theater (1928-60), 1101-15 S. Shelby St.
Owner: Fountain Square Realty Co. (B. E. Sagalowsky, Morris Horowitz & Dr. Goethe Link)

An obvious omission in the list above is the heating and air conditioning firm of Koehring and Sons, Inc. Koehrings, currently (1983) located at 1126 East Prospect Street, is the longest continuously operating business in Fountain Square. This firm began operations in 1885 during the initial period of commercial development in Fountain Square. Charles Koehring and Brother opened for business at 880 Virginia Avenue in 1885 specializing in residential heating systems. That the Koehrings operated a very successful business during the later 1800's is evident by this recollection: "When Charles Koehring and Brother had a sidewalk sale in 1901, the wide variety of stoves and other heating equipment took almost half a block to display..."[7] Along with several other Fountain Square commercial enterprises, the Koehring family business expanded to include 880-882 Virginia Avenue after the First World War, in part as a response to the general economic prosperity of the nation and of Indianapolis at that time. However, the growth of the family business was due in no small measure to Paul Koehring's initiative and pioneering endeavors. He promoted and sold the first automatic oil-burning equipment in Indianapolis.[8] From bicycle and horse-drawn wagon deliveries in the late 1800's to today's radio-dispatched vans, Koehring's is a worthy representative of Fountain Square's long-standing commercial contribution to Indianapolis. Koehring and Sons moved to 1126 East Prospect Street after a fire in 1975 destroyed the wooden commercial building on Virginia Avenue.

Charles Koehring & Brother, 880-882 Virginia Avenue, circa 1910. Bass Photo Company.

1890 advertisement for Edward Carr, watchmaker. Carr was at this location from 1888 to 1891. 1890 Indianapolis City Directory, p. 906.

Charles H. Buddenbaum Grocery Store at 1413 East Prospect Street, circa 1890 (above left, Indiana Division, Indiana State Library). The same corner in 1983 (above right), IHPC Photo, ac.

Merchants also had a tendency to move within the Fountain Square area once their businesses were established. An example is Charles H. Buddenbaum, who had a grocery store at 1413 East Prospect Street for 12 years and later relocated to the intersection of State Avenue and Prospect Street. Another example is Henry H. Bishop, a prominent southside jeweler who operated a store in Fountain Square for 73 years. During those years, he relocated three times. Other examples could be cited to further demonstrate the desire of merchants to remain in the area and to conduct business with the surrounding neighborhood.

As the city grew, so did the commercial area of Fountain Square, extending south and east along Shelby and Prospect Streets. Since these streets were initially residential, the first signs of commercial activity were home occupations, e.g., shoemaker, tailor, etc. As transportation inproved, some residences -- particularly those located at or near prominent intersections -- were replaced with commercial buildings. The two nodes on Prospect Street illustrate this linear change in function from residential to commercial, which still continues today.

In summary, the commercial development of Fountain Square focused around the point occupied by the historic fountain and extended outward from that point along Virginia Avenue, East Prospect Street, and South Shelby Street. Although this commercial strip was interspersed with individual residences, the largest number of structures in the Fountain Square area after 1880 were commercial buildings. Additional commercial buildings were added along the strip as public transportation, namely the street railway system and the Virginia Avenue Viaduct, extended travel to this area. That this commercial development occurred outside the city center commercial district is a significant historic development in Indianapolis. Fountain Square is significant not only as an early commercial center, but as one developed and dominated by German and German-American merchants and entrepreneurs, establishing a strong German character on the city's southside.

Prospect Street, looking east from Virginia Avenue in 1889 (left) from H. R. Page and Co.'s Indianapolis Illustrated, and in 1983 (right, IHPC Photo, ac).

Virginia Avenue, looking northwest from Shelby Street, circa 1930 (top left, Bass Photo Co.) and in 1983 (top right, IHPC Photo, ac).

"Virginia Avenue Looking Northwest from Shelby Street," in 1889 showing the original 1889 Subscription Fountain. From H. R. Page and Co.'s Indianapolis Illustrated, 1889.

Virginia Avenue, looking northwest from Shelby Street, circa 1955, (top, Bass Photo Co.) and 1983 (bottom, IHPC Photo, ac).

THEATER

Fountain Square has been a unique area of Indianapolis by virtue of the fact that it had a disproportionate number of theaters outside the downtown. Fountain Square's commercial district had more operating theaters than could be found in any part of Indianapolis from 1910 to 1950.[9] For the most part, the typical Fountain Square theater was privately built and was utilized as a movie house; this was unlike most of the downtown theaters which were originally built or intended for live entertainment rather than "photoplays." Seven of the buildings utilized as theaters in Fountain Square still exist and are significant remnants of the history of entertainment in Indianapolis.

The first of several theaters to open in Fountain Square appeared in 1909 and was called the "Fountain Square Theatre." Other than the fact that this theater was listed in Polk's Indianapolis City Directory for one year (1909), nothing is known of the theater except that it was located at 1058 Virginia Avenue.[10] After the first "Fountain Square Theatre," the next theater to open in the area was the "Airdome" in 1910 at 1044-46 Virginia Avenue. It simply adopted its name from the word used at that time to denote an open air theater. Another "airdome" opened for business in 1912 at 1106 East Prospect Street and was called the "Fountain Airdome." Both airdomes, however, were short-lived. The "Airdome" lasted only one season; in 1911, the "Green Theatre" was built on the site.[11] The "Fountain Airdome" operated through 1913; in 1914, Frederick W. Sanders -- one of the first movie operators in Indianapolis -- became the owner of a new 600-seat theater built on the site. The Sanders (Apex) was one of the last two local film houses (the other was the Bijou) to show silent films regularly in Indianapolis. The Sanders (Apex) Theatre was the most enduring theater in Fountain Square, operating from 1914 to 1952.[12]

Another long-term resident among Fountain Square theaters was the second "Fountain Square Theatre," which was in business for 32 years at 1105-15

Fountain Square Theatre entrance, 1105 South Shelby Street, circa 1930 (left, Bass Photo Co.) and 1983 (right, IHPC Photo, ac).

Fountain Square Theatre Building in 1929 (left, Bass Photo Co.), and in 1983 (right, IHPC Photo, ac).

Fountain Square Theater Building in 1948 (left, Bass Photo Co.) and in 1983 (right, IHPC Photo, ac).

South Shelby Street. With a seating capacity of 1,800 and a divided pipe organ, the Fountain Square Theatre was a major entertainment center when it opened in May 1928. To provide patrons with a full evening of entertainment, the Fountain Square Theatre had a ballroom -- later called the "Alamo Dance Hall"[13] -- in the basement of the building with direct access to the theater and with a separate entrance on East Prospect Street. Possibly the most unique feature of the Fountain Square Theatre and the ballroom was the fact that both were "ventilated with cool air, washing and refrigeration equipment making a complete air change every three minutes."[14]

An ornate neighbor of the Fountain Square Theatre was the "Granada Theatre." It opened in April 1928 and featured a Spanish motif throughout the interior. Located at 1045 Virginia Avenue and built by the Universal Picture Chain, the Granada was the first Indianapolis theater to show a foreign sound movie in the city -- Terra Madre in 1932. Together with Fountain Square Theatre, the Granada was one of the seven neighborhood theaters in Indianapolis in 1929 to have a seating capacity of over 1,000.[15]

Noteworthy in association with the theaters in Fountain Square were Indianapolis theater entrepreneurs Roy Bair, Lewis B. Goulden, and Carl Laemmle. Bair purchased the Green Theatre at 1044-46 Virginia Avenue and renamed it the "Bair Theatre" in 1915. For three years, Bair operated this theater

Granada Theater Building and the Schreibner Block on Virginia Avenue as the G. C. Murphy Store, c. 1955 (top, Bass Photo Co.) and 1983 (bottom, IHPC Photo, ac).

while he developed his managerial skills. By 1939, Bair had formed a city-wide chain of theaters which eventually became part of Olson Theatrical Enterprises, Charles M. Olson's nationwide theater chain. Lewis B. Goulden served as president of the Fountain Square Realty Company which owned the Fountain Square Theatre. In addition, Goulden owned several other theaters in Indianapolis: The Arcade, Capitol, Emerald, Howard, Illinois, Jewell, Laurel and the Orpheum. Carl Laemmle was the president of Universal Pictures in the 1920's and 30's and established the Universal Chain Theatrical Enterprises which owned the Granada Theatre. These individuals are foremost among those who "put Indianapolis on the theatrical map."[16]

In addition to the fact of the high concentration of theaters in Fountain Square, the area has had a significant history in regard to entertainment in Indianapolis. The information above notes this significance and supports inclusion of this area as a significant part of the history of Indianapolis. Fortunately, all the buildings except one -- which housed the Fountain Eagle at 1113 South Shelby Street -- stand as reminders of that history and the important part which Fountain Square has played in Indianapolis' theater heritage.

Interior of the Fountain Square Theatre, circa 1928. Photo by Howard Studios, Indianapolis. Indiana Division, Indiana State Library.

TRANSPORTATION

Fountain Square has played a significant role in the history and development of transportation of Indianapolis. The area lies among historic roadways and was a focal point of the street railway system in the city. The initial residents in the area located along the major transportation arteries to and from Indianapolis. When the city was originally platted in 1821, Virginia Avenue was one of the four major diagonal streets leading to the center of the city. At the juncture of Virginia Avenue and East Prospect Streets, the "Old Shelbyville Road" connected Shelbyville (17 miles to the southeast) with Indianapolis. Also, at the eastern edge of Fountain Square, a toll house was located on the northwest corner of East Prospect Street and State Avenue.[17] Here, fares were collected from commercial traffic, more than likely on the major turnpike leading out of the city to the southeast -- the south division of the Michigan Road.

As early as 1860, suggestions were made for the establishment of a street railway system in Indianapolis.[18] However, it was 1864 before the Citizen's Street Railway Company was given a perpetual charter, with an exclusive right to the streets and alleys, for 30 years.[19] One of the initial sections of street railway tracks was laid from Washington Street southeasterly on Virginia Avenue in the fall of 1864. The Virginia Avenue line ended in Fountain Square at the turnaround located at the intersection of Virginia Avenue, South Shelby and East Prospect Streets. As the city grew and the Fountain Square district became a recognizable commercial area, the Virginia Avenue line was extended in 1893 by the addition of the East Prospect Street line and the Shelby Street line. The East Prospect Street line ended at State Avenue and the Shelby Street line extended southward to Willow Street. These extensions, incorporating the entire commercial area of Fountain Square, were likely responses to increased travel in the area brought about by the Virginia Avenue Viaduct.

Construction of the Virginia Avenue Viaduct began in 1886 as a direct result of the construction of Union Station. When the Union Railroad Company began its new station, Illinois Street was closed and alternate routes to the south of Indianapolis were devised. After extensive building of a tunnel (which took several years to complete) under the Big Four tracks at Illinois Street and litigation concerning a viaduct over the tracks at the first alley east of Meridian, railroad officials and Mayor Thomas L. Sullivan agreed to build a viaduct elsewhere -- at Virginia Avenue. This action benefited the railroads and the city, especially in solving what had been a vexing problem for many years: the "great complaint over the division of the city north and south by railroad tracks."[20] The viaduct was completed in September 1892, and the Indianapolis Sentinel reported:

> ...the opening of the Virginia Ave. Viaduct gives a new, safe and comfortable means of passage between the two sections of the city which have heretofore been so injuriously cut apart by railroad tracks. It increases the value of property. It assures more rapid transportation. It gives to women and children a satisfactory way to the business section...[21]

During the time the viaduct was constructed, considerable commercial growth occurred in Fountain Square.[22] When the viaduct was completed, the commercial activity of Fountain Square was linked to downtown commerce. Thus, in addition to serving area residents of Fountain Square and Fletcher Place, the businesses of Fountain Square became accessible to the rest of Indianapolis after the viaduct opened.

Map of Fountain Square (left) and East Prospect Street (right) in 1899. Real Estate Atlas of Surveys of Indianapolis and Vicinity, Indiana. (Philadelphia: G. William Baist, 1899).

LOUIS F. BURTIN,

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And Dealer in Door and Window Frames, Doors, Sash, Blinds, Mouldings, Brackets, Lumber, Lath, Shingles, Etc.

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385 and 387 Dillon Street, near Terminus Virginia Avenue.

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TELEPHONE 159. INDIANAPOLIS.

Louis F. Burtin advertisement locating the business near the "Terminus." Dillon Street is now Shelby Street. The area was not yet named Fountain Square. 1885 Indianapolis City Directory.

FOUNTAINS

The first fountain at the intersection of Virginia Avenue, East Prospect and South Shelby Streets was the Subscription Fountain (also known as the "Lady of the Fountain" and "Lady Spray") erected in 1889.[23] William Mohs, a saloon keeper, whose Italianate commercial block stood on the southeast corner of Shelby and Prospect Streets, contributed $500 for the construction of the fountain, and the merchants of the Square matched his amount.[24] The sculptor of the fountain is unknown. However, it is know that this fountain had drinking places for both horses and humans.[25] The classical fountain consisted of an octagonal base with four dolphin-head spouts and corresponding basins. An ornate four-sided pedestal elevated a semi-nude water nymph flanked by twin cantilevered lamps. According to legend, some thirty years later, "one of the merchants strung a rope supporting a large banner advertising a sale from his store and attached the other end of the banner to the statue of the lady. A wind blew up, and the weight of the banner caused the statue to topple to the ground." What happened to the statue after that is unknown.[26]

A second fountain at the intersection of Virginia Avenue, East Prospect and Shelby Streets was constructed as a memorial. In 1902, when Mrs. Phoebe J. Hill died, her will stipulated that at her son Edgar E.'s death, the family home at 410 E. New York be sold and that the proceeds from the sale be used to erect a public drinking fountain in Indianapolis as a memorial to her husband, Ralph Hill, an Indiana Congressman. Congressman Hill died in 1889.[27]

After Edgar E. Hill's death in 1922, Mayor Lew Shank decided that the Southside should receive the fountain specified in Phoebe Hill's will. Myra Reynolds Richards, internationally known sculptor, was selected as one of the artists for the fountain piece to be located in Fountain Square.[28] Best known for her bust portraits, Myra Richards created the Fountain Square sculpture known as "The Pioneer Family." The work depicts a westward-advancing pioneer family led by the Bible-clutching pioneer woman. The work was unveiled September 9, 1924 in a ceremony held at the intersection of the major streets in Fountain Square.[29] The fountain and sculpture overlooked the area for the next 30 years.

In an effort to alleviate the traffic problems created by the three streets converging at this point, the Ralph Hill Memorial Fountain was removed to the Garfield Park Conservatory August 8, 1954.[30] The United Southside Community Organization had the fountain returned in June of 1969.[31] The fountain as it now stands was restored in 1979.

As for the name "Fountain Square," one can only speculate on its exact origin. Mr. Charles R. Kluger, a German-born jeweler who operated a shop at 1064 Virginia Avenue from 1928 to 1939, was noted as being "one of the group of men who selected the name many years ago."[32] Also, it is known that the first "Fountain Square Theatre" was located at 1058 Virginia Avenue in 1909; undoubtedly, the commercial area had adopted this name prior to that time. That the fountain was a focal point of the commercial area is apparent in accounts such as the following:

> One of the first trading centers outside of the Mile Square --

The Subscription Fountain at Fountain Square in 1889. From A. Wittemann's Indianapolis Indelible Photographs, 1889, New York; p. 25.

> some South Siders say the very first -- developed here. The sons of merchants who were "on the fountain" before World War I maintain the family business, serving a new generation of families "by the fountain."[33]

As the area grew in the 1920's, the name came to represent a larger portion of this southeast-side community.

The 1924 Ralph Hill Memorial Fountain in Fountain Square in 1983. IHPC Photo, ac.

The Pioneer Family fountain sculpture by Myra Richards, 1983. IHPC Photo, ac.

G. J. Dudley & Co., Props

FOUNTAIN

Clothing and
Gents' Furnishing
STORE.

LEADERS IN LOW PRICES.

669 Virginia Ave., Indianapolis, Ind.

G. J. Dudley & Co. advertisement using the Subscription Fountain as a landmark. 1890 Indianapolis City Directory, p. 297.

HISTORY NOTES

[1]Gayle Thornbrough, Dorothy L. Riker, and Paula Corperty (editors), The Diary of Calvin Fletcher (Indianapolis: The Historical Society, 1972), 1:286-7 (1817-1838).

[2]See Appendix IB.

[3]Emma Lou Thornbrough, Indiana in the Civil War Era: 1850-1880. The History of Indiana, vol. III (Indianapolis: Indiana Historical Bureau and Indiana Historical Society), p. 549, 1965.

[4]Theodore Huebner, Germans in America (Philadelphia: Chilton Company Publishers, 1962), p. 101.

[5]George Theodore Probst, "Germans in Indianapolis, 1850-1914" (unpublished thesis, Indiana University, 1951), p. 115.

[6]Indianapolis City Directories (various publishers and editors, 1860-1972 editions).

[7]"Koehring Firm Carries on Tradition in Heating Field," Indianapolis Star, January 16, 1972, sec. 19, p. 11.

[8]Ibid.

[9]R.L. Polk and Company's Indianapolis City Directories (Indianapolis: R. L. Polk & Co., 1910-1950 inclusive).

[10]Polk's City Directory (1909).

[11]Polk's City Directory Lists the "Green Theatre" at 1046 Virginia Avenue in 1911 and 1912; the same theatre is listed at 1044-46 Virginia Avenue in 1913 and 1914.

[12]See Appendix IA; listing the Fountain Square theatres and their operating years.

[13]The ballroom was utilized as a dance hall in the 1940s and 50s. The first dance hall in Fountain Square was the "Prospect" or "Franke Hall" located on the second floor of 1633-35 East Prospect Street from 1915-19. Gene Gladson, Indianapolis Theatres from A to Z (Indianapolis: Gladson Publications, 1976), p. 42; also see Polk's City Directories for years in question.

[14]Ibid.

[15]Indianapolis Council of Social Agencies, Leisure of a People (Indianapolis: 1929), pp. 484-488.

[16]Gene Gladson, p. 136

[17]Plat Book 3, p. 156, April 1, 1871

[18]W. R. Holloway, Indianapolis: A Historical and Statistical Sketch of the Railroad City (Indianapolis: Indianapolis Journal Print) p. 126, 1870.

[19]Directly quoted from the above source, p. 127.

[20]Jacob Piatt Dunn, Greater Indianapolis, the History, the Industries the Institutions and the People of a City of Homes Chicago: The Lewis Publishing Company, 1910), Vol I, p. 418.

[21]"The New Viaduct," Indianapolis Sentinel, September 24, 1892, p. 4.

[22]See Appendix 1; compare 1890 figures with previous years and note significant increase in commercial establishments.

[23]James Rourke, "There's No Square, No Fountain in Fountain Square," Indianapolis Times, December 10, 1961, p. 4.

[24]The Spotlight, (Indianapolis neighborhood newspaper - delivered in Perry Township and Southside Indianapolis, Jerry Cosby, editor) vol. XLIV, no. 26, August 1982, p. 2.

[25]Ibid.

[26]Ibid.

[27]Myrtie Barker, "A Beloved Landmark Yields to Relentless March of Progress," Indianapolis News, August 13, 1954, p. 6.

[28]Fred D. Cavinder, "Fountain Square Pioneers," Indianapolis Star Magazine, July 29, 1973, p. 18. Myra Richards was a faculty member at the John Herron Art Institute at the time of her work on the Fountain Square piece. In 1927, her work won recognition at the National Academy of Fine Arts in New York City, and the following year she was recognized by the Pennsylvania Academy of Fine Arts (Philadelphia). Some sources believe that recognition by these two academies is the highest honor an artist can receive in the United States. Her best-known local works include: "...two drinking fountains in University Square, a statue of James Whitcomb Riley on the grounds of the Hancock County Courthouse in Greenfield, a bronze bust of William E. English..., a bust of John S. Duncan in the Indiana State Library, ...the Bird Boy for a fountain of the Columbus High School, ...and a sun dial in Garfield Park." One of her pieces was on display in the Indiana exhibit of A Century of Progress Exhibition at Chicago in 1933. Indiana Biography Series, volume 13, p. 120.

[29]Barker, Indianapolis News, August 13, 1954, p. 6.

[30]"Fountain Out in South Side Traffic Plan," Indianapolis Star, July 13, 1954, p. 19.

[31]The Spotlight, p. 2.

[32]"Charles R. Kluger" (obit.), Indianapolis Star, February 7, 1939, p. 3.

[33]Rourke, Indianapolis Times, December 10, 1961, p. 4.

C. F. ZOBBE,

—DEALER IN—

FLOUR, FEED AND GRAIN,

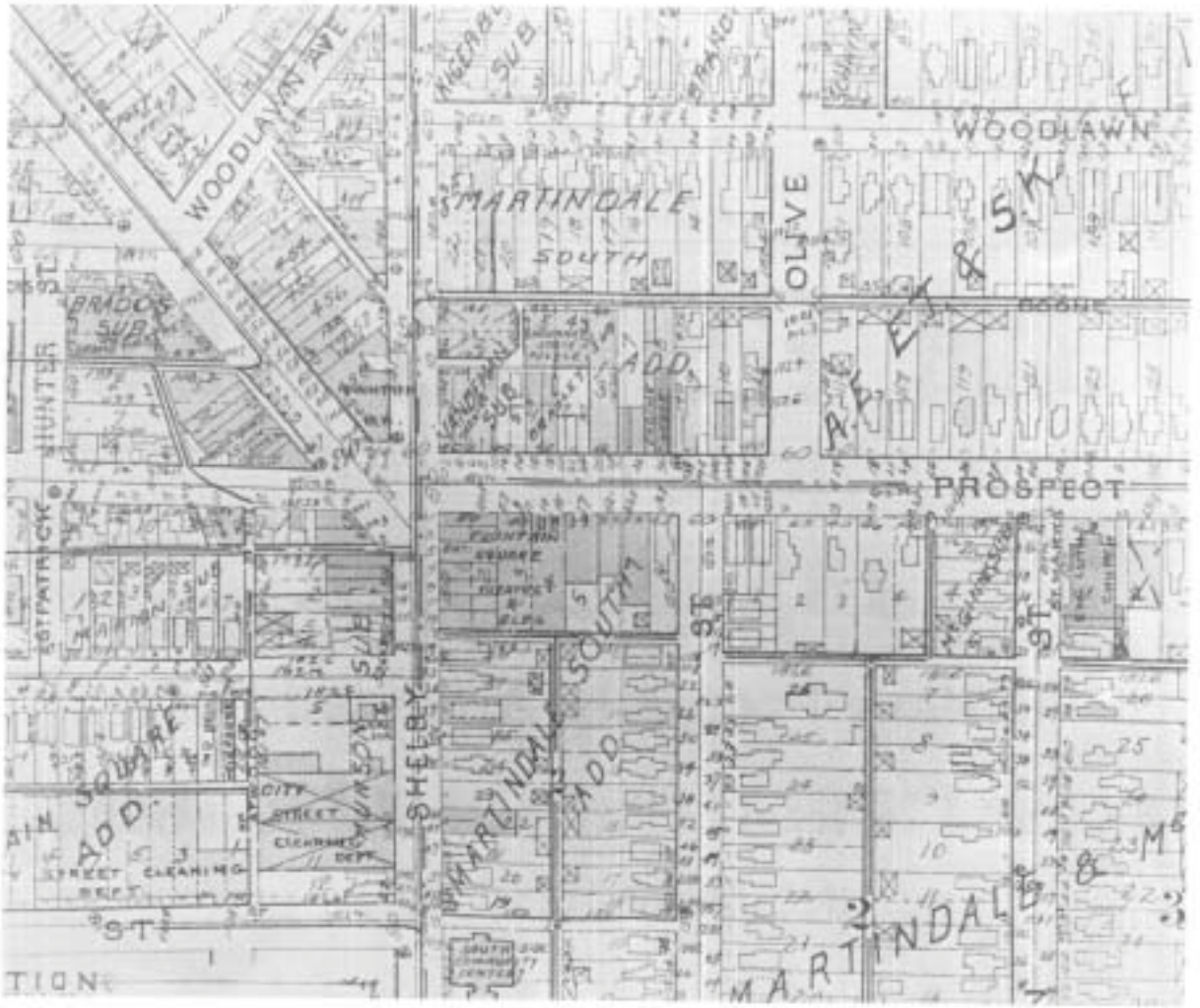
HAY, STRAW.

Orders Promptly Attended To.

Nos. 6 and 8 PROSPECT STREET, NEAR VIRGINIA AVENUE,

INDIANAPOLIS, IND.

C. F. Zobbe advertisement 1890. Charles F. Zobbe lived near Fountain Square and operated a store in the 1890s on the site of the Sanders (Apex) Theater building. 1890 Indianapolis City Directory, p. 26.



Fountain Square/East Prospect Street in 1941. Real Estate Atlas of Surveys of Indianapolis and Vicinity, Indiana (Philadelphia: G. William Baist, 1941).

INTRODUCTION

The Building Inventory is a comprehensive listing of all major structures, historic and non-historic, within the Plan boundaries of the Fountain Square Historic Commercial Area. This listing provides a visual and written record of each structure, which aids the Indianapolis Historic Preservation Commission (IHPC) in making design and land use decisions.

The inventory is divided into two sections: the first is a description of the physical appearance of the area; the second is a series of streetscapes created by photographic overlay. Below the streetscapes on each page is a brief description of each building appearing in the pictured streetscape. The descriptions of standing and contributing historic structures include the following:

> Historic significance, including date of construction, previous uses of the land (if any), interesting historical and/or biographical facts associated with the building, and/or those persons associated with the building.
>
> Architectural significance, including a synoptic description, interesting architectural features, and the style (if any) associated with the building.

The descriptions of non-contributing structures and intrusions will include a photograph, address and, if available, date of construction. Non-contributing structures are non-historic buildings which are less than fifty years old or are those which, due to alterations, have lost their integrity. Intrusions are non-historic buildings which are less than fifty years old which do not conform to the scale, materials, or setback of adjacent historic structures.

This inventory is intended to serve as both a catalogue of properties and as a detailed historical and architectural guide for Fountain Square residents and property owners, and members of IHPC who wish to study the buildings and their relationship to one another in the Fountain Square Commercial District. The importance of this latter function cannot be understated since the definition of a district is a group of buildings which interrelate.

PHYSICAL DESCRIPTION

Fountain Square is the oldest area of Indianapolis outside the downtown to function continually as an important commercial area. Its existing buildings span more than a century of development, from 1871 to the present. Focused at the intersection of the primary historic transportation routes leading from the southeast to the center of Indianapolis, the area historically served, and continues to serve, as a hub of the Southside community.

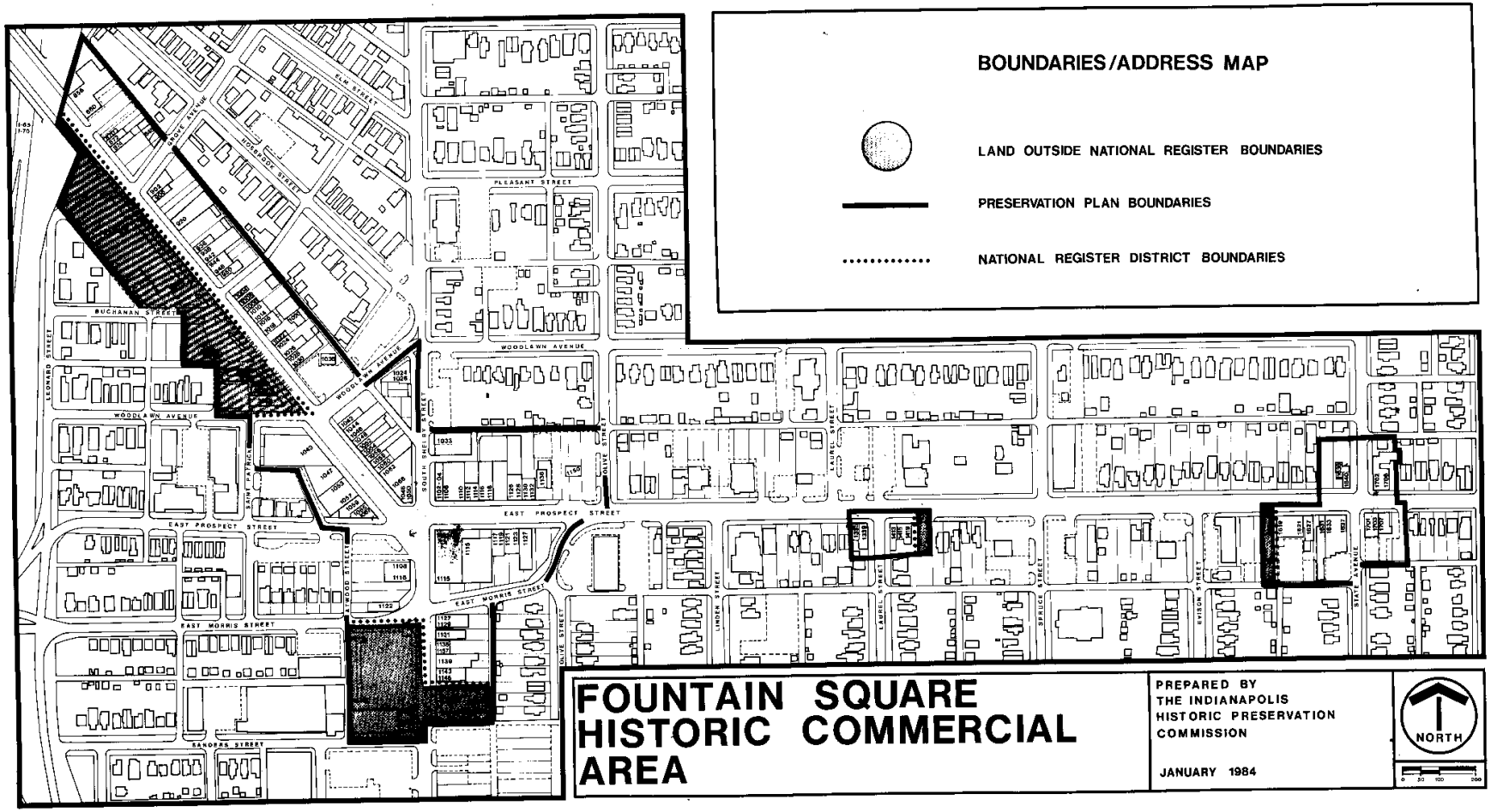
There is little evidence of the original natural features of the land; there are no prominent geographical features nor changes in elevation. The street pattern varies from the predominant grid of the city as a result of the continuation of the diagonal of Virginia Avenue from the 1821 Ralston Plan for the Mile Square of the new city of Indianapolis. When outlying farmland was platted and subdivided, primarily during the 1870s, the streets to the north and east of Virginia Avenue paralleled the diagonal to their intersection of Shelby Street. East Shelby, the conventional grid was followed.

The convergency of three major thoroughfares and two secondary streets form one of the most interesting intersections of the city. The fountain at this location is one of the few urban amenities of its kind in Indianapolis. Two of the district's largest and architecturally most significant buildings, the Fountain Block of 1902 and the Fountain Square Theater of 1928, are prominently sited here, strongly contributing to the urban enclosure of the Square.

Over eighty percent of the contributing buildings in the area are one or two-story brick buildings, and there is a nearly equal distribution of the two heights. Buildings of every decade between 1871 and 1932 are represented. The decade best represented is the 1910s with eleven examples. Most buildings are rectangular in plan, with the exception of those located at points of intersection with diagonal streets. As is common in densely developed urban areas, the majority of buildings share party walls (or did so originally before demolition of adjacent structures). A number of buildings take full advantage of their land parcels with building footprints corresponding to the lot lines. With few exceptions, the commercial buildings follow standard setback patterns resulting in continuous facade lines for serveral blocks, an example of which is the 1000 block of Virginia Avenue between Woodlawn and East Prospect. Where buildings have been demolished, the district's urban density has been eroded and continuous facade lines are interrupted. The streetscapes of the northwestern leg of the Virginia Avenue district have suffered the most from demolitions and intrusions.

Most of the commercial buildings still support commercial uses, although the businesses for which the buildings were designed have long since disapperead. Some buildings today are only used for storage purposes or support marginal uses; this is particularly true for those located at the intersection of State and Prospect. The Arnholter House at 950 Virginia Avenue is the only building within the Plan boundaries that was built as a residence and that continues a solely residential function. Constructed in 1871, this house is one of the few to survive the nineteenth century period when homes and businesses existed side by side. Henry Arnholter's harness and saddle business was located next door to his home. As the commercial area prospered at the turn of the century, many early homes were converted to businesses, often by the construction of a front addition. An example of this type of conversion is 1006 Virginia Avenue, an 1883 house with a 1911 addition. Others were demolished to make way for larger commercial buildings at the street and gradually changed to conform with the pattern seen today.

Of the seventy-seven buildings listed in the Plan, seven are of outstanding significance, thirty-nine are defined as being contributing, and eleven are defined as being potentially contributing to the historic and architectural character of the area. The Plan boundaries also include twenty structures which are not historically or architecturally significant.



FOUNTAIN SQUARE HISTORIC COMMERCIAL AREA

PREPARED BY
THE INDIANAPOLIS
HISTORIC PRESERVATION
COMMISSION

JANUARY 1984

Criteria for Evaluation of Architectural Significance

Outstanding

Structures rated as outstanding in this survey retain much original fabric, have been appropriately maintained or restored, and when constructed were notable examples of the style represented.

Contributing

Structures rated as contributing are structures which contribute to the density, continuity, and uniqueness of the historic district.

Potentially Contributing

Structures so designated, although clearly contemporary with those evaluated in the above categories, exhibit extensive alterations by removals, structural changes, replacement, and later additions.

Structures in very poor condition but which retain those elements important to the continuity or history of the district have also been rated as potentially contributing.

All buildings in this category can become contributing structures with appropriate rehabilitation and restoration.

Non-contributing

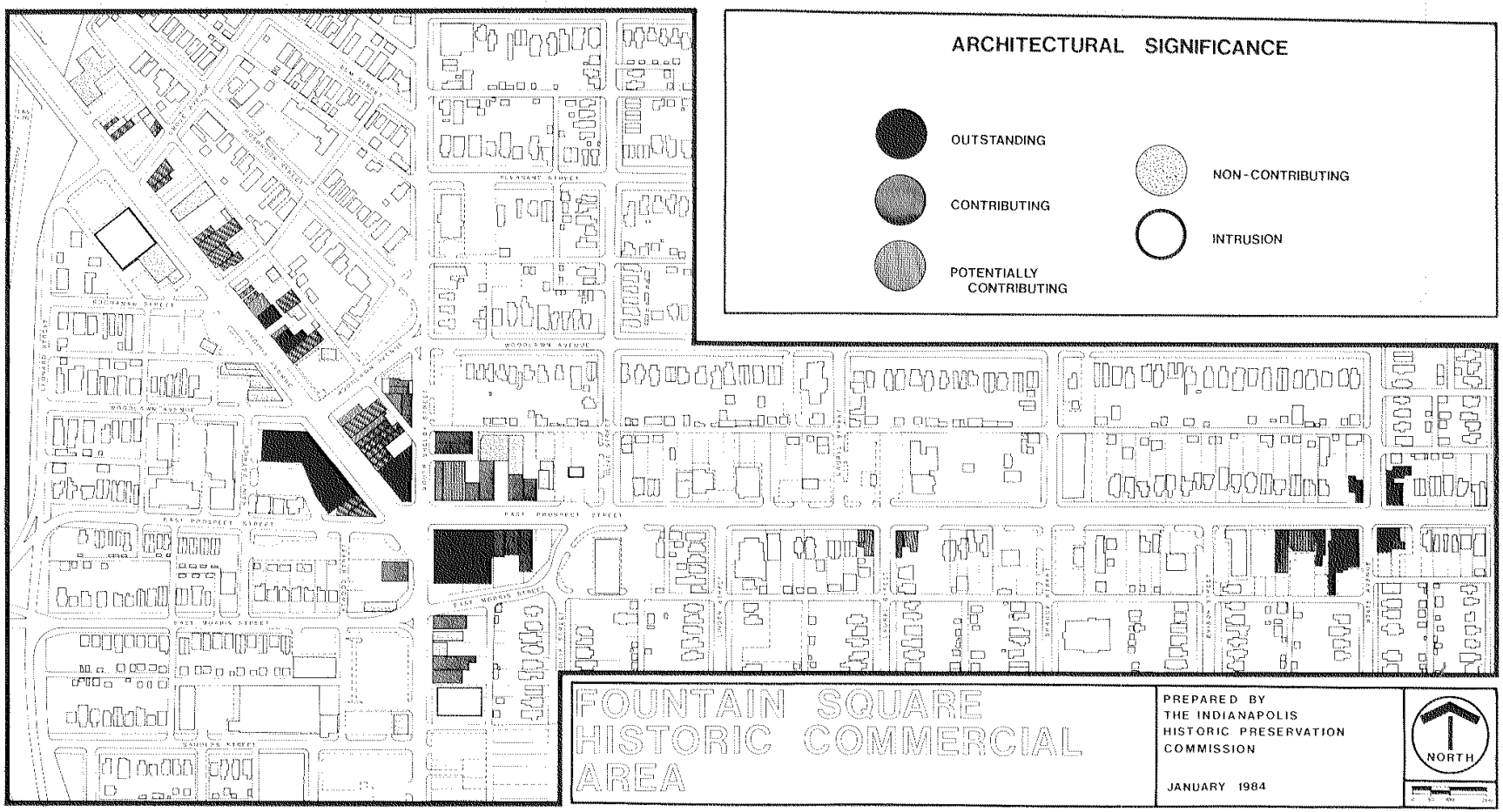
Structures in this category do not meet the criteria of the historic district because of their later date of construction.

Deteriorated structures which no longer retain their original architectural character are also included in this category.

These structures however, do not detract from the historic and architectural character of the district.

Intrusion

Structures so designated do not at all relate to the scale and texture of the district. These structures detract from the historic and architectural character of the district.

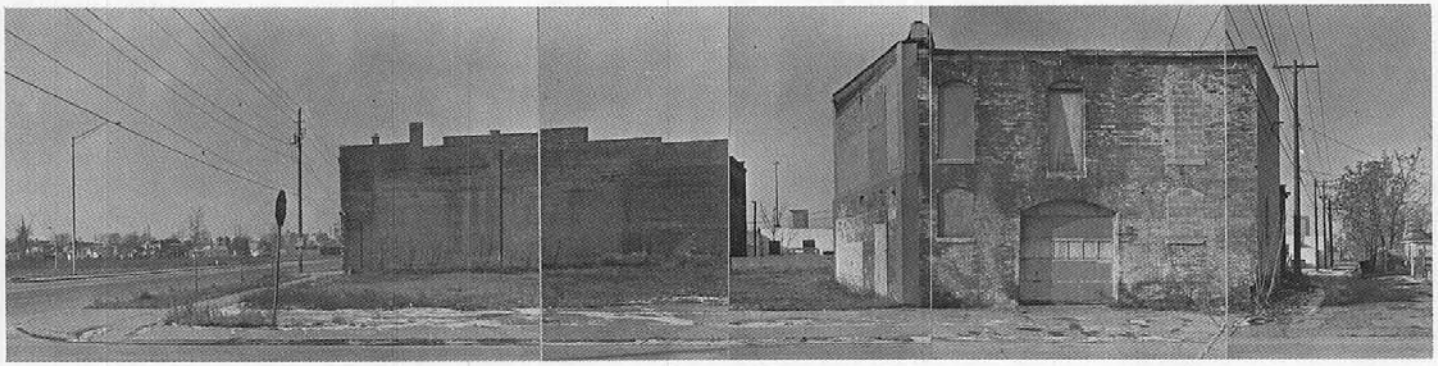

ARCHITECTURAL SIGNIFICANCE
OUTSTANDING
CONTRIBUTING
POTENTIALLY CONTRIBUTING
NON-CONTRIBUTING
INTRUSION
FOUNTAIN SQUARE HISTORIC COMMERCIAL AREA
PREPARED BY THE INDIANAPOLIS HISTORIC PRESERVATION COMMISSION
JANUARY 1984
NORTH

GROVE AVENUE

Koehring & Son Warehouse
848 Grove Avenue
c. 1900

This structure was built about 1900 as a warehouse for the Koehring & Son Hardware Store, 878-880 Virginia Avenue (now demolished). The store was located at this site from 1885 until 1975 when its frame structures were destroyed by fire. At that time the firm relocated to 1126-28 East Prospect Street. Currently known as Koehring & Sons, Heating and Air Conditioning, this firm has dealt in hardware, coal heating stoves, ranges, base burners, bicycles, etc.

The small, two-story, brick warehouse faces Grove Avenue with a wide central doorway for wagon access. All openings of the facade are of segmental arch form. There remain three wooden decorated window heads with an incised pattern typical of an earlier period; these may have been reused from an older building.



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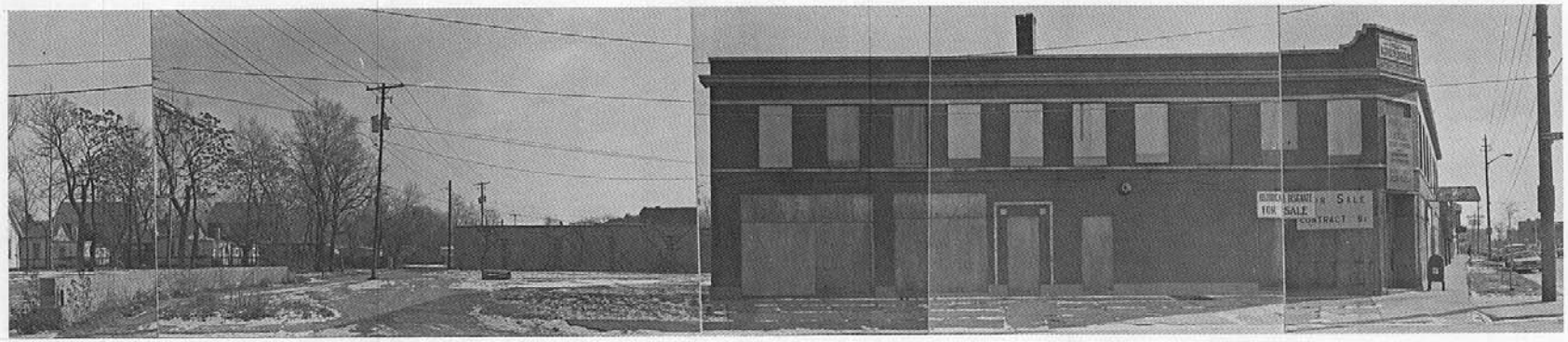
GROVE AVENUE



902 - 906 VIRGINIA

EAST PROSPECT STREET

1121-1123 East Prospect Street
1932

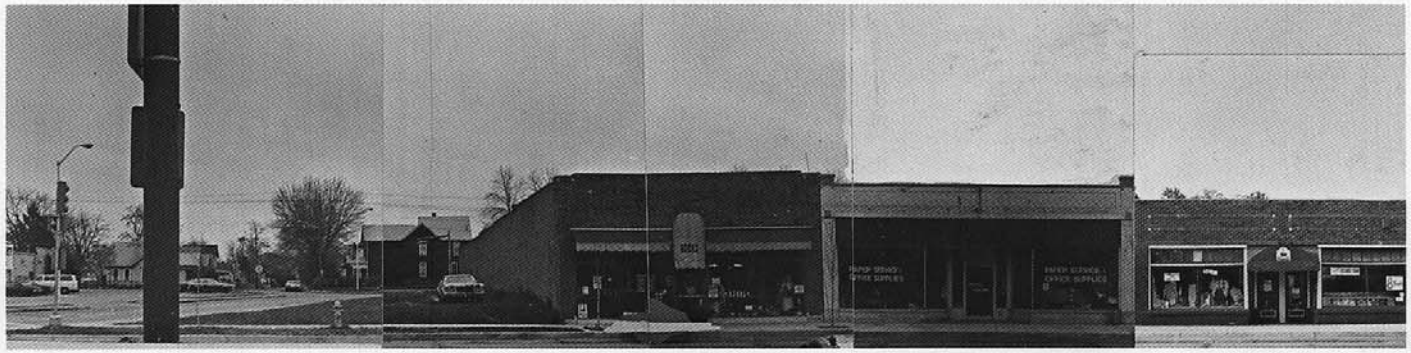
On this site once stood a one-and-one-half-story dwelling built around 1873 by Sarah J. and Edmond P. Ervin. The home was occupied by the Eliza A. Stevens family from 1890 to 1932. When the Standard Grocery Company branch moved from 1117-1119 East Prospect Street late in 1932, this building was erected. Standard remained here for 20 years.

This facade of off-white glazed brick is essentially as built except for the vertical vinyl siding recently placed over the transoms. Built five years after Standard's first branch in the area, the plate glass display windows were much larger. Of note is the facade's diagonal basketweave brickwork pattern.

1127 East Prospect Street
1929

Fannie and Sal Bolotin opened a dry goods store here in 1930 on the site of an 1880s two-story dwelling. Although the Bolotins' store was here for only eight years, they owned the Peoples Department Store of Fountain Square and the Bolotin Department Store of Beech Grove for nearly 50 years. In 1939, Henry Beisingers Furniture was in business here.

The original windows of the building were probably lowered at the time of the change of function from dry goods store to furniture store. The variegated brown brick of the facade is scored in a diagonal cross-hatched pattern.

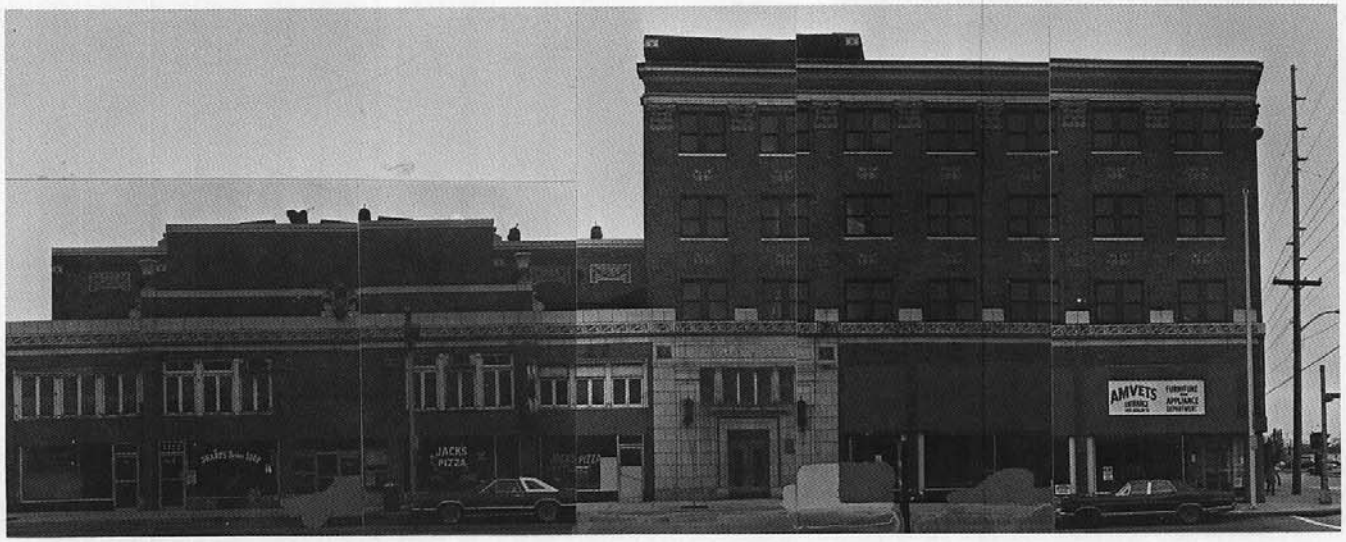


1121 - 1123 1127 1117 - 1119

EAST PROSPECT STREET

1117-1119 East Prospect Street
1926

Constructed on the site of an 1880s one-story dwelling which had served as the Fountain Square Police Station (Number 4), this store housed the Standard Grocery Company's Fountain Square branch from 1927 to 1932. At that time, it was one of 188 branches operating in the city. Between 1932 and 1941, a branch of the Great A. & P. Tea Company was located here.



1101 - 1115 S. Shelby

EAST PROSPECT STREET

1102 East Prospect Street
c. 1885

When Frederick and Ellen Sanders purchased this property in 1877, a small blacksmith shop was being operated here by John Steinmetz. The Sanders probably cleared the lot and constructed this building by 1885. The first known occupants of the new structure were George W. Bamett, a blacksmith, and Gottlieb Dollman, a carpenter and builder. In 1904 the Frank S. Feeser Company moved in, remaining until 1924. As an indication of the trends of the times, this harness making business changed to auto accessories in 1920.

As originally constructed, the main entrance to this building was located diagonally at a cutaway southwest corner of the structure. The facade has been completely rebuilt below the sill line of the second floor windows, its design most recently having been inspired by Colonial architecture. At the roofline, a projecting bracketed cornice once existed.

The Sanders (Apex) Theater
1104-1110 East Prospect Street
1913

Built on the site of a livery stable, this building was constructed in 1913 as a theater. The property at that time was owned by the Sanders family. The Sanders Theater was one of the two last local movie houses to show silent films on a regular basis, as the owners did not believe sound movies would last. The theater closed its doors on April 28, 1952 and was then remodeled for office space by the Fountain Square Realty Company.

The 1950s facade completely obscures any references to the buildings original use. Scored limestone panels were then placed above three new glass storefronts, one of which has most recently been filled by vertical siding. At the rear elevation, large circular ventilators built into the brick wall are vestiges of the early motion picture theater.

1112-1114 East Prospect Street
1908

This double storefront structure was erected by Benjamin F. Fisher between 1903 and 1908, after the site was cleared of several smaller wood-frame commercial structures. The west side (1112) was first occupied by the Meyer and Sanders funeral parlor and was succeeded in 1917, by the Bert S. Gadd funeral company. The east side (1114) first housed Bremer and Heierman's Grocery. Around 1915, Hohlt and Heckman purchased Heierman's, remaining here until 1918. In 1919 Charles A. Denker established a men's clothing and furnishing store in both parts of the building and remained here for 14 years.

The facade of buff-colored glazed tile, with accenting horizontal bands of black tile, appears to have been quite modern and stylish for the first decade of the 20th century. The survival of the storefronts' tall transoms is hidden by the current awnings, which harmonize well with the building.

Fountain Square Hardware Company
1116-1118 East Prospect Street
1912

Frank McClanahan and Clement T. McMillin built this structure in 1912 for their hardware store, which eventually became the Fountain Square Hardware Company. Alfred Obergfell purchased the business in 1919, and the Hardware Company continued in this location into the 1930s.

The facade of wire-cut brick exhibits many details typical of small commercial buildings of the period — a tall, stone-capped parapet, basketweave brick work below the pediment, and header brick in a linear rectangular pattern. Below the soldier course, the facade has been modernized.

In 1981, the entire facade of this building was taken down and rebuilt brick by brick, faithful to the original design. It is characteristic of many small, one-story commercial buildings of the 1920s. Its large display windows were typical of grocery stores of this period.

1102 1104 - 1110 1112 1116 - 1118

EAST PROSPECT STREET

1126-1128 East Prospect Street
c. 1924

This structure was erected on the site of an 1890s, one-and-a-half-story, double residence, to which a brick storefront was added in the early 1920s. Gregg & Sons Garment Cleaners and Dyers had been at this location from 1909 to 1921. The present building was constructed in the mid 1920s as a showroom for the F. S. Feeser Company, which had moved here from 1102 East Prospect in 1925. Feeser remained here until 1936 and was succeeded by the Sullivan/O'Brian Auto Company.

The showroom function of this building looks implausible by today's standards due to the relatively small proportions of the windows to the facade. The tan-colored brick has been newly cleaned and repointed, resulting in the building's appearance of a vintage more recent than the late 1920s.

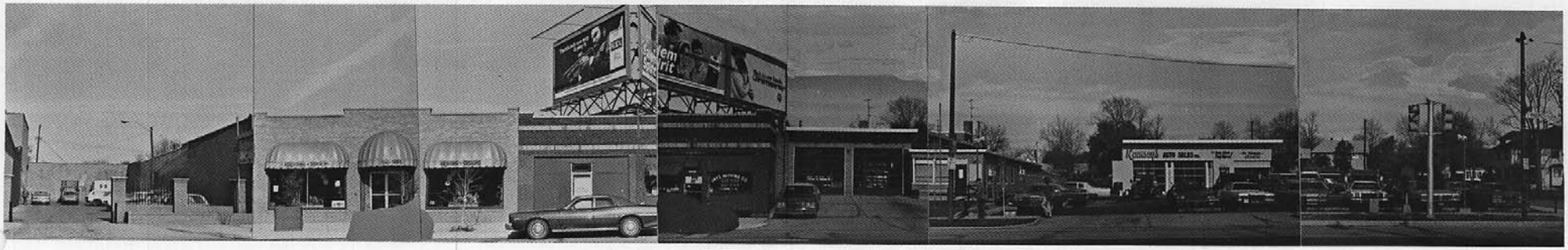
1130-1132 East Prospect Street
1930

This building was built in 1930 as a double storefront, the west half occupied by Henry R. Smith, Electrical Equipment Company, the east by a branch of the Kroger Grocery and Baking Company. Prior to this date, a two-story frame dwelling from the 1880s with an attached one-story storefront stood here. It served as the Henry F. Meyer funeral home from 1912 to 1925.

The variegated wire-cut brick of this one-story building is distinguished by two contrasting bands of buff-colored brick laid in soldier courses. Recently the storefront openings have been infilled by vertical boards painted brown.

1136 East Prospect Street
Non-Contributing

1150 East Prospect Street
Intrusion



1126 - 1128 1130 - 1132 1136 1150

EAST PROSPECT STREET

1415-1419 East Prospect Street
late 1870s; late 1880s

This building was once three wood frame stores built in two phases nearly a decade apart. By the early 1890s, a tall falsefront was built to unify the individual stores. Although the building is aluminum sided and no trace of the storefronts remains, the large brackets along the falsefront delineate the former division into three stores. The western section was merged into the ground-floor of the adjacent brick building during the mid 20th-century.

The actual date of construction of 1415 E. Prospect is uncertain, since its earliest documentation is its appearance on the 1887 Sanborn. Ellsworth E. Heller's meat market of 1890 was the first business found at this address in the city directories. Later this store may have been used in conjunction with the corner grocery run by the Albertsmeyers as a barbershop (see 1413 E. Prospect).

In 1889 Worthington J. P. Clary and his son Alonzo E. opened a drugstore in the center portion of the present structure (1417 E. Prospect) and remained here until 1893. Beginning in 1915, a small dry goods store was located here, first run by John M. Ley and two years later by Anna Borger (until 1923).

The shop at 1419 is the smallest portion of the building. No known businesses operated here until 1915 when Anthony L. Wooley opened a shoemaking shop. Various short-term occupants later included: a dentist, a barber, and a tailor, but this small store was often vacant between businesses.

1413 East Prospect Street
1879

Emil and Elizabeth Drotz purchased this lot as improved property in 1873. Opening a small grocery here in 1877 in one of the existing buildings, Drotz began construction of this brick building in 1879. Charles H. Buddenbaum leased the store for his grocery in 1882; then in 1894 Charles H. Albertsmeyer, Jr. moved his family grocery to his corner store from another location on East Prospect when Buddenbaum relocated to 1417 E. Prospect.

Drotz sold the property to John H. and Edward A. Stuckmeyer in 1899. The Stuckmeyers, both pharmacists, operated their drugstore here from 1913 to 1925, when Homer V. Johnson, another pharmacist, took over the business. A third pharmacist, John A. Cochran, carried on the business beginning in 1933.

This two-story, three-bay-wide brick building features attic "portholes" common to the city's commercial architecture of the period. One of its most interesting features is the unusual cap detailing of its tall windows, which was not an original feature. During the late 1890s, the original first floor was remodeled to allow for larger storefront windows made possible by the steel lintel. The current 20th-century storefront represents at least a third generation alteration.

Mangold-Roepke Saloon
1335-1339 East Prospect Street
1885/1910

In 1885 Frederick Mangold purchased this parcel of land and began construction of the hipped roof corner building at the 1339 address. Mr. Mangold opened a saloon here in 1888. After the death of his wife, Mary, he sold the property to Christian and Louisa Roepke whose family continued operating the saloon through 1922. Later that same year Standard Grocery opened a branch store here.

In 1910 Mr. Roepke had constructed the flat-roof adjoining building to the east, 1335, for expansion of his saloon. (Uniform vinyl siding applied to 1335 and 1339 now make the two buildings appear as one structure.) In 1922 a tailoring shop run by Claude R. Demaree located in 1335 and remained in business until 1938.

1415 - 1419 1413 1335 - 1339

EAST PROSPECT STREET

Samuel P. Lorber's Saloon
1638-40 East Prospect Street
1885

Jacob and Magdalena Faber constructed this building in 1885 to serve as their residence and grocery business. After Jacob's death in 1892, Magdalena continued the grocery for one year and then moved the business to 1636 Prospect (now demolished).

In 1896 Frederick Brueckner, a brewer, purchased the property and Solomon Lorber established a saloon here. Lorber purchased the land and building from Brueckner in 1900. Solomon and his son Samuel operated the saloon for 75 years (until 1971). Thus it gained notoriety as one of the oldest continually operating, family-run bars in the city.

Almost no alterations have been made to this two-story hipped roof building, which survives as a remarkably intact example of a frame commercial building of the 1880s. Even when the building's ell was extended to the west between 1898 and 1914 to provide more residential quarters, all exterior elements matched the original building. The simple commercial front has central double doors flanked by shop windows with paired brackets at the rain cap. The building's most distinguishing feature occurs at the cornice line, where short and narrow vertical boards with alternating pointed ends sheathe the top weatherboards.

1702-1706 East Prospect Street
1897/1905

Frank Hosbrook erected a one-story, brick commercial building in 1897 which served as the core of the larger, two-story building that exists here today. Hosbrook rented the Prospect Street commercial space to John Mesler and John E. Merriweather in 1898 for their grocery business.

In 1905 Hosbrook's widow sold the property to George D. Dirks and his associate Bernard Haverkamp, who soon after added a second story for three apartments, erected a new facade with two storefronts, and constructed a warehouse addition at the rear. Haverkamp relocated his grocery business from 1619 Prospect that same year and remained at 1702 for over 40 years. In 1947, Robert C. Turner continued the building's long-established use as a grocery. In contrast, the 1706 storefront hosted a variety of businesses including Mary D. Greenspan's dry goods and Henry W. Derges' plumbing concern.

The facade of brown, salt-glazed brick accented by dressed stone trim was a very stylish metamorphosis of the earlier 1890s building. One of its best features is its well-detailed cornice. Two storefronts at the rear of the State Street elevation, which display a steel lintel with rosettes and rock-faced stone trim, indicate the contrasting stylistic character of the original building.

1638 - 1640

1702 - 1706

EAST PROSPECT STREET

1701-1703 East Prospect Street
c. 1898

This commercial building was probably built just prior to 1898, since the building does appear on the Sanborn atlas of that year. The first tenant in 1899 was Mary E. Helpman's Dry Goods shop at 1703 East Prospect. Charles W. Morbach soon after purchased the Helpman business and continued here through 1938.

In 1905 the Lewis C. Wiese Drug Store was located at 1701 East Prospect, the corner shop. This small drug concern was bought out about 1918 by the Clark and Cade retail drug company, which also maintained a store in the Claypool Hotel. The business was sold to Francis J. Wenzel in 1921, and the Wenzel Pharmacy remained in operation here into the late 1950s.

A well-maintained structure, this building has retained much of its late 1890s character. Modifications have been made to the two storefronts, but the original design has been respected. At 1721, the cutaway corner so popular in the 1890s remains behind a cast-iron column, and at 1703, the basic configuration is the same and the reeded trim of the entryway survives. Other architectural elements to remain intact are the cornice, including its ornamental head blocks, dentils, and frieze, and the tall, segmental arched, double-hung windows of the second story.

1707-1709 East Prospect Street
1890-1893

Built as a commercial building by Christina L. Kolling (widow of William F.) between 1890 and 1893, the first business at this address was the "Deutsche Apotheke," operated by pharmacist Charles F. Kolling (possibly Christina's son). When Charles died in 1900, his widow Elizabeth carried on the business for four years. Little is known about the building's history from then until 1917, when Christopher J. Quack opened his new barber shop in 1707, moving here from across the street. Mr. Quack remained here through 1934.

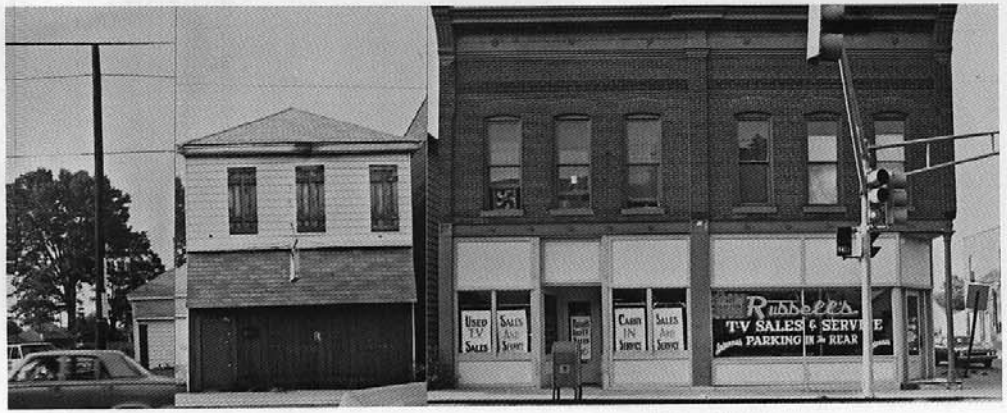
The basic form of this building — three bays wide, two stories high, and a hipped roof with ridge perpendicular to the facade — is the only physical indication of its 19th-century origin. Aluminum siding covers the original siding and the trim; all windows have been boarded; and the ground floor's recent conversion to a tavern has resulted in a vertical board facade with shingled pent roof. A one-story dwelling wrapped around the rear elevation is original to the building's early 1890s construction.

Franke Building
1633-1637 East Prospect Street
1894/1910

Charles Franke purchased a vacant lot at the southwest corner of Prospect and State Streets in 1894 and immediately commenced to have a two-story commercial building erected. This store subsequently housed the Andrew C. Franke (Charles' son)/Christian J. Seele Hardware Store. By 1913 the hardware store was greatly expanded to the west side of the lot. The original section of the building was made into the "Iris (motion picture) Theatre" of which very little is known. Later the top floor of 1633-35 was used as "Prospect Hall," a dance hall.

In 1919 Prospect Hall was renamed "Franke Hall," and in 1927, Prospect Lodge Number 714, F. & A. M. and Masonic Hall, Chapter 452, O.E.S. occupied the space, remaining here through 1941. Franke and Seele Hardware continued in business here until they also moved in 1941, to 1615-17 East Prospect Street.

The original three-bay wide, two-story building at the corner is easily discernable by the strong contrast in brick colors. The building was nearly tripled in width in 1910, and a tall, stepped parapet with corbelled crenellations was added to unify the structure. Below the steel lintel with rosettes, no trace of the first floor storefronts remain.



1707 - 1709 1701 - 1703

EAST PROSPECT STREET

1627 East Prospect Street
1925

Built by Henry F. Roempke in 1925 on the site of a 19th-century, two-story dwelling, this building served as Herman H. and Elsie Rupker's meat shop and grocery business during its first few years. The Rupkers then moved their grocery to 1619 E. Prospect in 1931, and this building remained vacant for many years.

A two-story building with hipped roof, it is typical of many buildings of the city constructed during the 1920s to accommodate shops on the ground floor and apartments above. It is a combination of brick/frame structure, with wood siding at the sides of the second story. An interesting gabled one-story brick building, possibly dating to the 1850s, survives at the rear of the lot.

Sommer-Roempke Bakery
1631 East Prospect Street
1875/1908

The oldest section of this building was originally built as a single-family dwelling by Mr. and Mrs. Norris Littell in 1875. When Herman and Louis Sommer purchased the property in 1908, they added on the front store and a rear bake shop. Their bakery moved here from 1115 Shelby in 1909. In 1915 Herman Sommer leased his bakery to Henry F. Roempke, who remained in business here until 1945 when the Roselyn Bakery chain took occupancy. Thus for a period of over 37 years, 1631 E. Prospect Street served the Fountain Square area as a bakery.

When the building was enlarged in 1908, the 1875 house, which had been built on an L-plan with cross gables, was extended toward the street with a two-bay-wide, hipped roof addition. Asbestos siding now covers the building, and the first floor facade below the storefront cornice has been altered with crude board-and-batten siding.

1615 E. Prospect Street
c. 1924

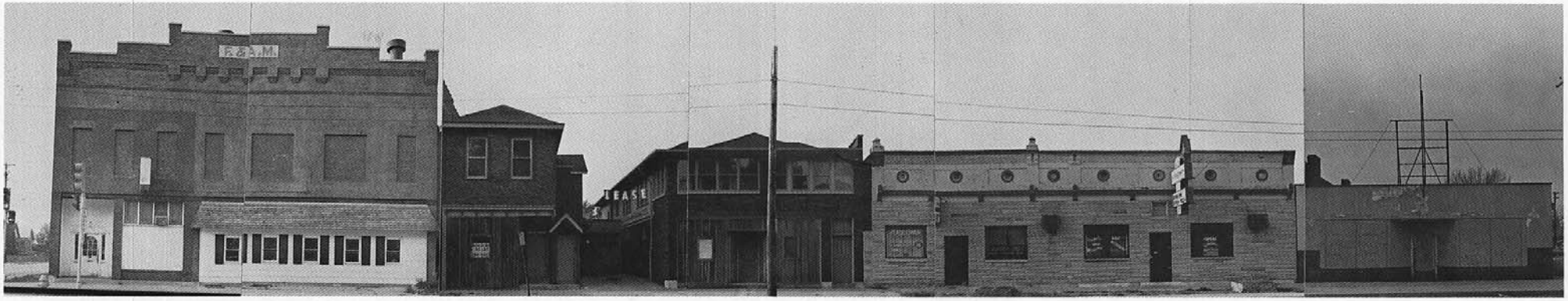
Schnull and Company is listed in the Indianapolis city directories as the first occupant of this simple, concrete block commercial building. This firm operated a branch store here from 1925 to 1939. Founded by German-born Henry Schnull, this firm was a leader in the wholesale grocery and coffee-roasting business since 1855; Schnull's son Gustave succeeded him as the head of Schnull and Company, which opened branch stores throughout the city. The Franke Hardware Company moved into the 1617 E. Prospect building and remained until 1974.

Stucco and quarry-tile cover the facade, dating from a recent remodeling. The storefront may have had a rock-face concrete block facade.

Mitschrich/Schaefer Feed Store
1623 East Prospect Street
c. 1890

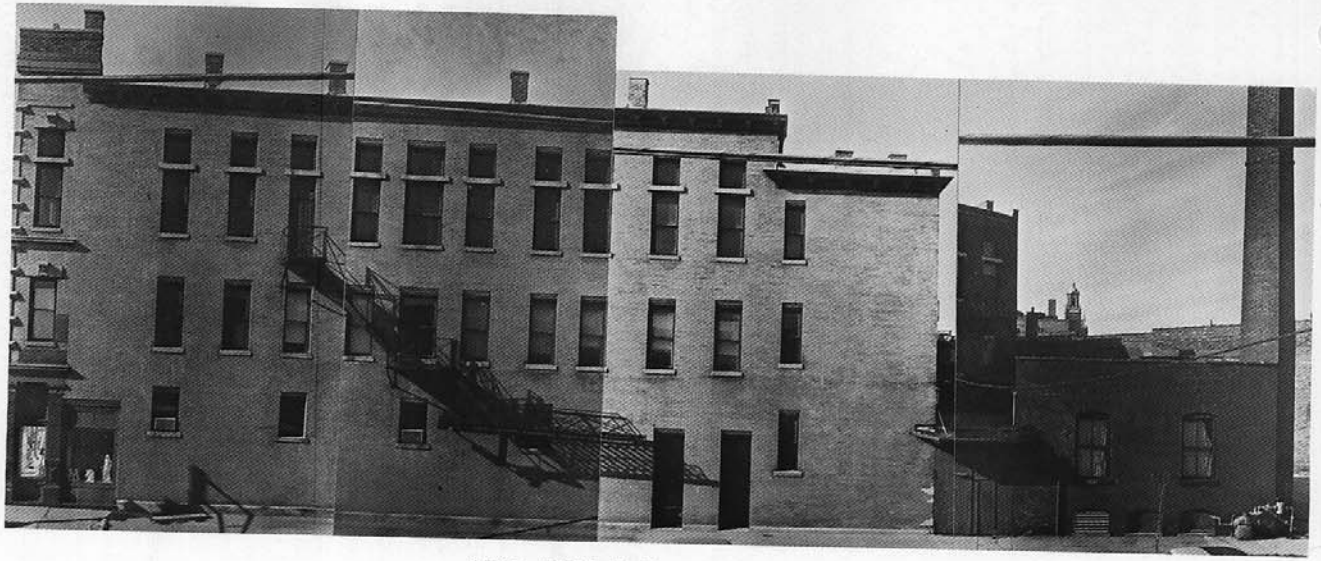
Built by Herman and Maggie Mitschrich between 1888 and 1893, this building housed the Mitschrich Grocery, which relocated here from another building on East Prospect in 1893. In 1907 the business changed to dealing in feed, and the Mitschrich's continued here for another five years. In 1913 K. H. Schaefer took over the feed business and remained here until 1931.

The facade of this one-story building has been entirely rebuilt below the lintel cornice with new doors and windows and a permastone sheathing. The surviving upper brick portion, which features a corbelled cornice, is divided into eight bays of recessed, rectangular panels with porthole vents. The original entrance was probably located between the third and fifth bays (from left to right).



1633 - 1637 1631 1627 1623 1615

SOUTH SHELBY STREET



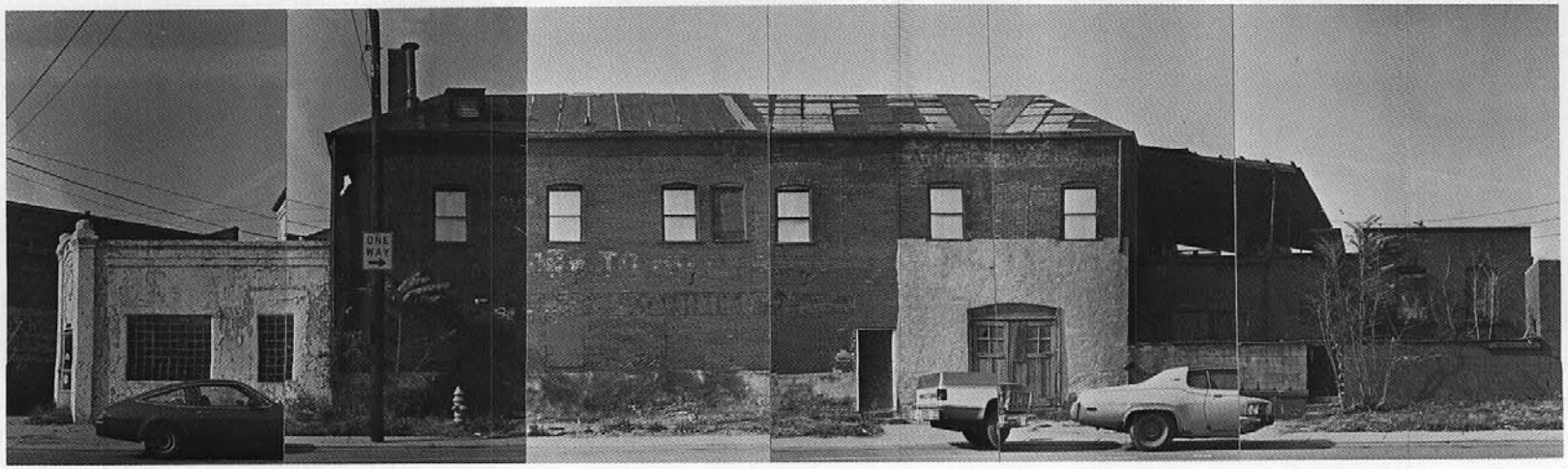
1048 -1050 E. Prospect

SOUTH SHELBY STREET

1024-1026 South Shelby Street
1875/1916

The original portion of this building served as a wagon and carriage manufactory for its first 30 years for a succession of German-American proprietors. It was built in 1875 by Christian J. Karle, Sr., but the first long-term occupant was Charles Kahl (1881-89) and then John F. Miller (1890-1905), both carriage manufacturers. Kahl was born in Schleswig-Holstein, Germany in 1852 and emigrated to Indianapolis in 1872. About 1914 Augustus E. Saffell purchased the property for his chair manufacturing company. It was sometime during his ownership that additions were made.

The original two-story brick building with hipped roof was one of the largest 19th-century buildings of Fountain Square. Much of its fenestration along Shelby Street has been altered, including the bricking of a very large segmental arched opening. In 1916 a fireproof, reinforced-concrete and brick factory structure was added to the west side. During the 1920s, an office was built at the point of the alley and Shelby. Of poured concrete, this addition was of some architectural pretense, featuring a large shield over the entrance and simulated quoins at the corners.



1024 - 1026

SOUTH SHELBY STREET

1033 South Shelby Street
1893

This building was built as a livery stable in 1893 by William McGinnis. For the first two years it served the Columbian Transfer Company, after which the occupants changed frequently. In 1911 Frederick Sanders moved his livery stable from 1106 E. Prospect to this location in order to clear the Prospect Street site for the Sanders Theater. The building's longest-term business was the Frank S. Feeser Company's Garage from 1917 to 1931. (See 1102 E. Prospect Street.) In 1925 Feeser opened a car dealership at 1126 E. Prospect and utilized this building as a repair shop.

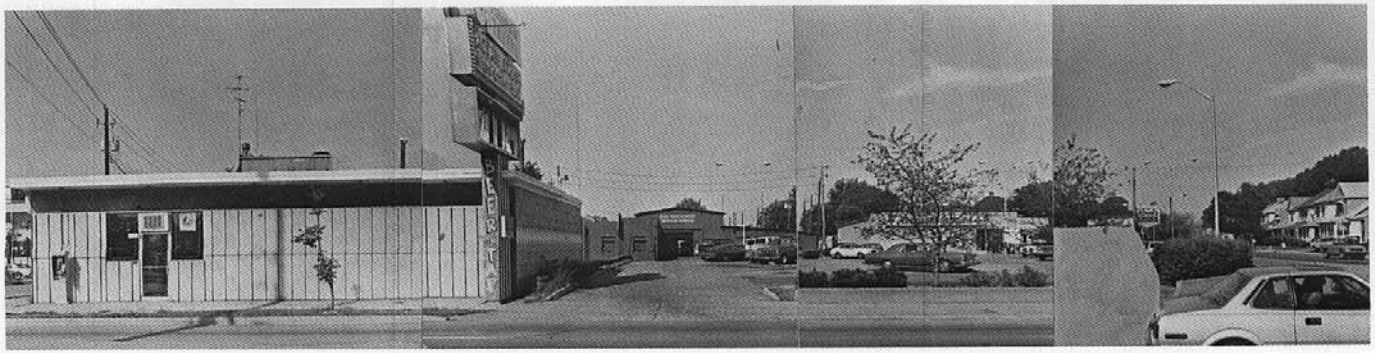
The size of this large building, which occupied two entire city lots, is emphasized by the facade's widely stepped parapet. The central archway for the ingress and egress of carriages and wagons has sliding barn doors of diagonal boards. A central lantern/clerestory illuminated the interior, while a line of segmental arched windows along the south wall indicates the probable location of the horse stalls

1033

1102 E. Prospect

SOUTH SHELBY STREET

1156 South Shelby Street
Non-Contributing



1156

SOUTH SHELBY STREET

1108-1116 South Shelby Street
1900

The previous building on this site was constructed in 1876 by August Richter, a stone mason. It was occupied by a variety of businesses including saloons, bakeries and drug stores. In 1900 Thomas H. Spann of the John S. Spann Construction Company erected this building as three stores with apartments above. Among the number of businesses once located here, long-term ones included the Horuff & Son shoe store (1911-1932), the Merrit Shoe Company (1933-1964), and Jessie Hartman, milliners (1908-1955). Most recently the upper floor has been used as the Eagles Lodge.

As originally built, this two-story brick structure had a fashionable cutaway corner, reflecting the diagonal intersection of Virginia Avenue. The second-story bay articulated by an arch indicates the site of this original cutaway. At a much later date, probably in the 1950s in conjunction with a street widening project, the two northernmost storefronts were rebuilt into one in a broader diagonal undercutting of the second floor. Portions of the southern storefront and rock-faced stone piers are survivors of the original design.

1108 - 1116

SOUTH SHELBY STREET

Fountain Square Theatre Building
1101-1115 South Shelby Street (also 1105-1115 East Prospect Street)
1928 Frank B. Hunter, architect

Opened in 1928, this building was one of the first major construction projects to occur in the area since the Fountain Block (1062 Virginia) was built in 1902. It was built by the Fountain Square Realty Company. Three of its officers -- B. E. Sagalowsky, Morris Horowitz, and Dr. Goethe Link -- were also officers in the Fountain Square Theater Company, which ran the motion picture theatre. Upper floor offices were occupied by professionals -- primarily doctors and dentists -- many of whom remained in this building for their entire careers.

The building was once surmounted by one of the largest electric signs in the state. (It was located where the large sign is today.) The sign proclaimed "FOUNTAIN SQUARE THEATRE" in letters eight feet high. The entire sign was approximately 40 feet high and clearly identified both the building and the area. The theater closed in April of 1960 and was gutted to provide retail space for the F. W. Woolworth Company.

This four-story brick building, with mezzanine between the first and second stories, extends 14 bays along Shelby Street and seven bays along Prospect. Each bay is defined at the upper three floors by paired, double-hung windows between pilasters. A five-bay-wide, two-story section of the building to the east along Prospect forms a separate compositional unit and is located directly in front of the old theater portion of the building. Colorful terra-cotta detailing provides the chief architectural embellishment of the tan-colored brick facade; of note are the floral motif panels at the center of the textured spandrels, the wave pattern stringcourse between entresol and second floor, and the Corinthian capitals of the pilasters. The ground floor storefronts have all been remodeled, but the Shelby Street former entrance to the theater is still discernable by the slight projection of its two bays and the recessed, rectangular panels for show bills.

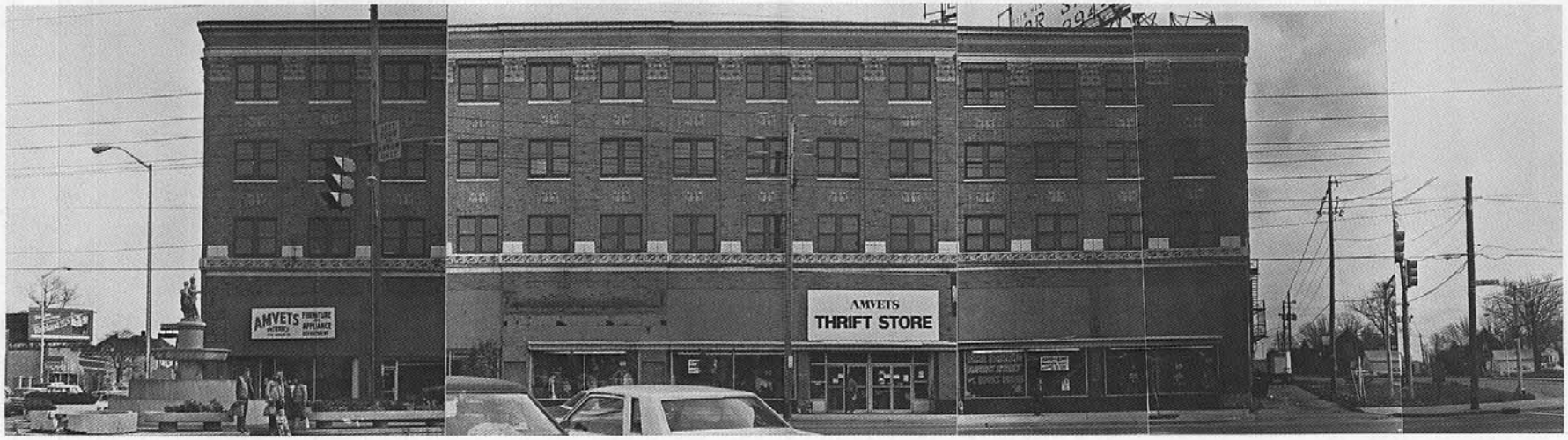
Ralph Hill Memorial Fountain
Intersection of South Shelby Street, East Prospect
Street and Virginia Avenue
1924, Myra Reynolds Richards, sculptress

In 1902, the will of Phoebe J. Hill stipulated that a public drinking fountain be erected as a memorial to her husband, Indiana Congressman Ralph Hill, who had died in 1889. The fountain was funded by the sale of the family house at 410 East New York Street in 1922.

Mayor Lew Shank decided that Fountain Square would again have a fountain to replace the earlier Subscription Fountain. Sculptress Myra Reynolds Richards was selected to design the fountain sculpture. The Hill Fountain was dedicated in 1924, but removed in 1954 to alleviate traffic congestion. The sculpture was placed in the Garfield Park Conservatory until 1969 when it was returned to Fountain Square. In 1979 the Hill Fountain was renovated with the present pedestal, base, and fountain, and the surrounding island was expanded.

The original Subscription Fountain, which may have been cast iron, was erected in 1889. William Mohs, a saloon keeper, whose building stood on the site of the Fountain Square Theatre Building, contributed $500 for the construction of a drinking fountain. Other local merchants subscribed to a fund that matched Mohs' donation. The fountain provided water for man and beast with four spouts and basins. The sculpture consisted of a half-naked female figure, perhaps a classical naiad, holding a pitcher and goblet. She was flanked by two cantilevered lamps. The Subscription was destroyed around 1919 when a merchant's advertisement banner put too much stress on the statue and caused it to topple.

Presently the "Pioneer Family" sculpture rests atop a stone pedestal. The water spouts out immediately below a moulded cushion. Midway on the pedestal shaft is a round, shallow basin. The base consists of two concentric round basins. The triangular island is surrounded by concrete flower planters. The sculpture depicts a westward-bound family led by the Bible-clutching woman flanked by her son and daughter and followed by her buckskin-clad husband.



1924 FOUNTAIN

1101 - 1115

SOUTH SHELBY STREET

1127-1129 South Shelby Street
1932

This building was constructed in 1932 for the Carson Motor Company by Joseph C. Carson and Charles J. Kruse. A two-story dwelling was demolished in 1929 to clear the site for new construction. Although the Carson Company remained here only one year, the building was used as a showroom for used cars through the 1930s.

The building's two large showroom windows remain as they were built. The original tan-colored brick are is now painted orange.

1131 South Shelby Street
Non-Contributing

1135-1137 South Shelby Street
Non-Contributing

1139 South Shelby Street
1941

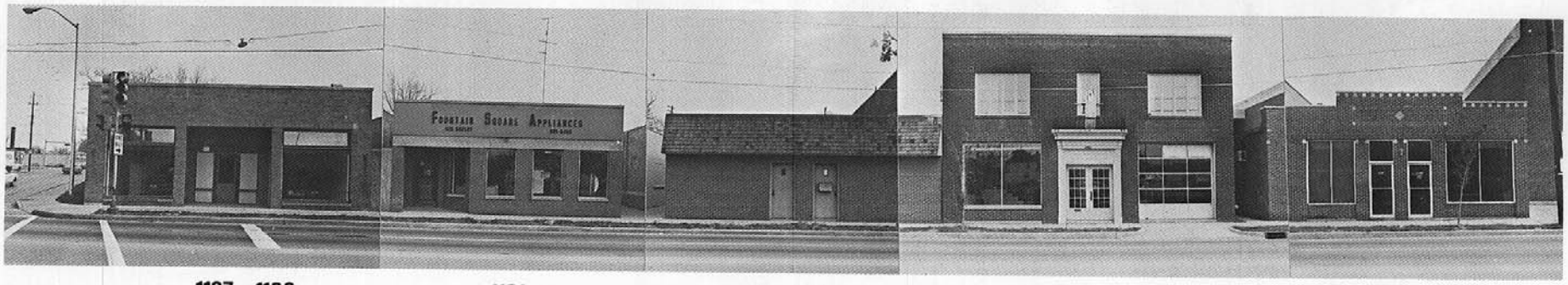
According to the Sanborn Insurance Atlas, 1139 South Shelby Street was constructed in 1941. City directories list Henry Beisinger's furniture store as the occupant from 1942 to 1956. Kenneth W. Beisinger retained proprietorship of the shop until 1959. The building was vacant from 1959 until 1964, when the W. W. Siegrist Machinery Company moved in.

1139 is a two-story, concrete block commercial building faced with brick; the facade design, and the Colonial Revival central entrance are similar to other modest commercial buildings constructed during the inter-war period.

1143-1145 South Shelby Street
1915

Harry P. Britan purchased this lot in 1915 and soon after began construction of a one-story brick structure facing South Shelby Street. Willis W. Britan & Sons commercial and job printers were located here from 1917 to 1942. Additions to the rear and a new facade probably date to the 1920s. The property was sold to a Mr. & Mrs. Carson in 1944 when the structure was used for airplane parts manufacturing.

New windows and doors have altered the 1920s character of the facade of this building, which was very typical of small brick commercial structures of its day.



1127 - 1129 | 1131 | 1135 - 1137 | 1139 | 1143 - 1145

VIRGINIA AVENUE

856-860 Virginia Avenue
Non-Contributing

856 - 860

VIRGINIA AVENUE

870 Virginia Avenue
c. 1904

This two-story brick storefront was built with a frame dwelling behind between 1898 and 1914, replacing an earlier storefront and dwelling. It was probably built by Gottlieb H. Schmidt, a tailor, around 1904. Schmidt, who died in 1913, was the only known owner to use the building as his home and place of business. Later tenants included Frederick J. Feiner, a jeweler, and Charles Fredrichs, a fruit dealer.

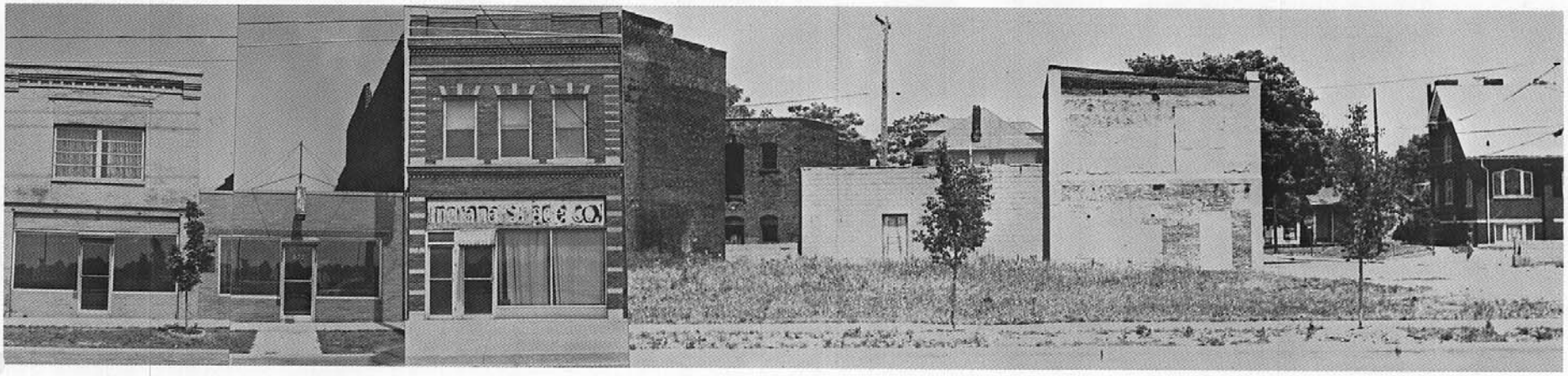
Most of the original character of this building has been lost through modernization of windows, probably in the early 1950s when the interior was merged with that of the newly constructed 872 Virginia Avenue next door. The corbelled brick cornice and steel lintel with rosettes remain as hallmarks of a turn-of-the-century commercial building.

872 Virginia Avenue
Non-Contributing

874 Virginia Avenue
1909

This two-story commercial building was built in 1909 to accomodate the plumbing, steam, and gas-fitting firm of George H. Rickes, Jr., who occupied the building until 1915. Mattie M. Connelly was a milliner who operated a business at this location from 1903 until 1920. At the rear is a two-story brick stable contemporary to the main building's date of construction.

The brown, salt-glazed brick of the facade is generously accented by stone details, including the parapet cap, string courses, window sills and splayed lintels, and the distinctive "stripes" at the building's edges. The original first floor storefront has been completely lost through remodelling.



870 872 874

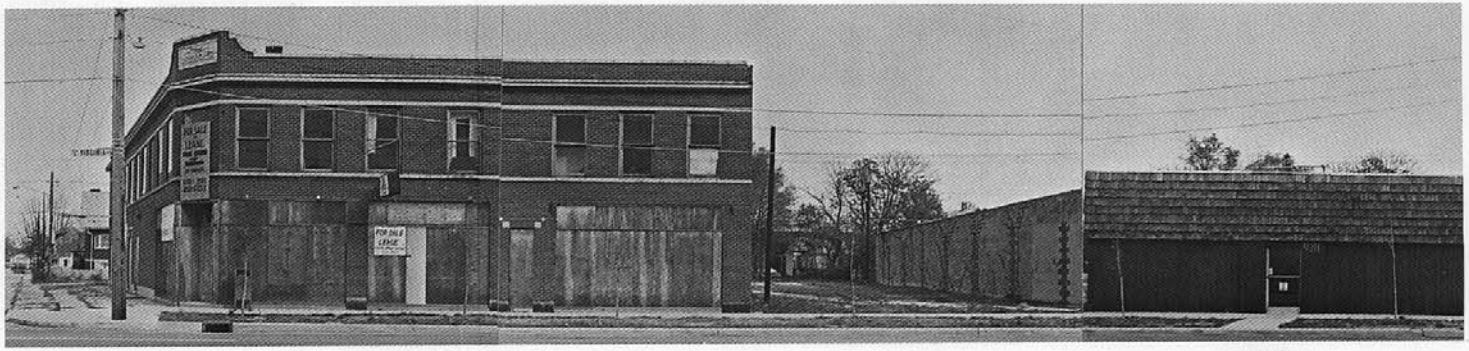
VIRGINIA AVENUE

Woessner Building
902-906 Virginia Avenue
1876/1915

This brick building was built in 1915 incorporating an 1876 frame storefront and residence on its southern side. Jacob Woessner, the owner, had operated a meat market on the north part of the site since 1877. Woessner (1849-1929) was born in Wuerttemberg, Germany, and migrated to Richmond, Ohio, in 1866, eventually settling in Indianapolis in 1872. He was very active in politics and was a prominent Southside resident. He served as Marion County Sheriff from 1908 to 1912, was on the Board of School Commissioners, and was a member of the Board of Public Works under Mayor Holtzman. After the Woessners discontinued operating their meat market in 1922, the storefronts had a variety of tenants, as did the upstairs apartments.

The facade of this structure extends 10 bays along Grove Street with two storefronts, and seven bays along Virginia Avenue with three storefronts. The orange pressed brick is accented by terra-cotta details, including cornice, stringcourse, window lintels, and foundation. Above the entrance at the intersection of the two streets, a raised parapet bears a tablet inscribed "The Woessner". The manner in which the brick facade was carried along Virginia in front of the older frame building, with no connection between the two, is quite unusual, leaving the observer to speculate about the circumstances that prevented the older building's demolition.

920 Virginia Avenue
Non-Contributing



902 - 906

920

VIRGINIA AVENUE

936 Virginia Avenue
1885

William H. Poppe built this building adjacent to his home (928 Virginia, demolished) for his grocery business. He had operated a store in this area since the 1870s. Poppe was born in Hanover, Germany, in 1847 and came to America in 1866, eventually settling in Indianapolis in 1869. After he closed his grocery store in 1906, the building was occupied by a variety of tenants, primarily tinners. It first became the Cardinal Tavern in 1954 after the owner of the establishment, James Cardinal.

The two-story, three-bay-wide brick building is typical of small commercial buildings of its time. Elements of the storefront date to the 19-teens, when a desire to modernize perhaps resulted in a new first floor design. Features of interest include the square decorative iron grilles above the second floor windows, the piers flanking the first doorway to upstairs apartments, and the distinctive Cardinal Tavern sign, a sheet metal box with neon and bare lightbulbs.

Guarantee Tire & Rubber Co. Branch
938-942 Virginia Avenue
1924

This building was constructed as the first branch store of the Guarantee Tire & Rubber Co., forerunner of the Guarantee Auto Stores, Inc., with 43 stores throughout the state. The firm began in 1898 and was operated by George Kretlien until 1916 when it was purchased by Walter W. Kuhn. The Kuhn family still owns the corporation. The firm sold only bicycles and bicycle tires until 1903 when automobile accessories were added. This branch store operated until 1952.

The new windows and doors of this small, one-story commercial building have greatly altered the character of the facade. The brickwork exhibits some detailing in the form of soldier and leader courses, now masked by the present paint scheme.

Arnholter Block
944-948 Virginia Avenue
1886/1900

The northern half (944) of this block was built in 1886 by Henry Arnholter (see 950 Virginia Avenue) for his harness manufacturing shop, which was located here until his death in 1921. Frank M. Dersch continued the harness shop until the early 1930s. The southern half (948) appears to have been built in 1900 and was first occupied by the Arnholter Brothers' grocery store, operated by Henry's sons, Edward and William, here until 1909.

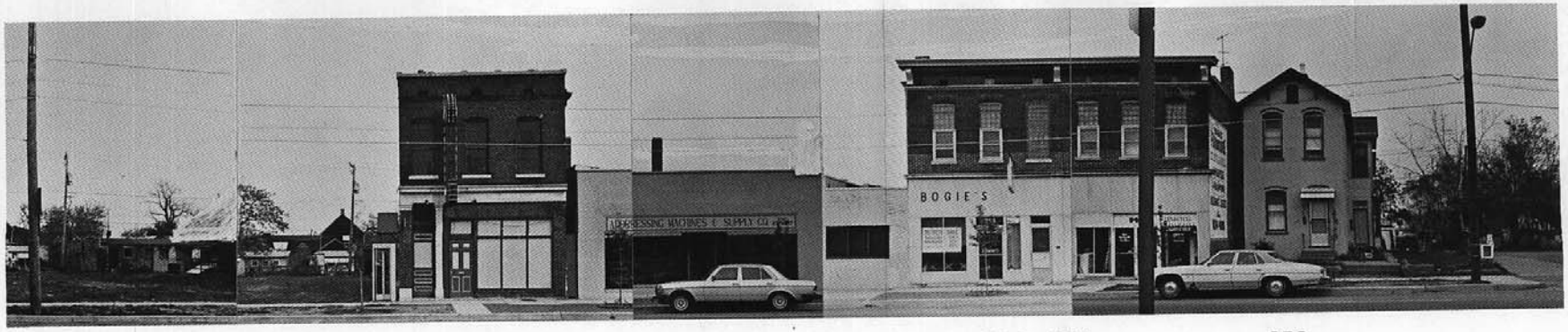
In 1910, the H. H. Bishop Company, a jewelry store, moved to this location from 1059 Virginia (where the Merchant's Bank now stands). This company was begun in 1891 by Henry Hathaway Bishop (1866-1962) who, at the time of his death, was one of the oldest members of the Fountain Square Businessmen's Association. The H. H. Bishop Company remained here until 1964, having served the Southside for 73 years.

The corrugated aluminum panels and modern storefront design of the first floor completely belie this brick building's 19th century origin; however, with the exception of the glass bricks, the second floor retains much of its original character. The fact that the two halves of the block were nearly identical in appearance, although constructed approximately 15 years apart, is typical of a number of commercial buildings of this era which expanded by degrees.

Arnholter House
950 Virginia Avenue
1871

Henry Arnholter, a harness and saddle manufacturer, built this house in 1871 and lived here until his death in 1921. A native of Prussia, Mr. Arnholter came to Indianapolis via New Orleans in 1854 at the age of 13. Here he learned his trade, opening his own business in 1872 on East Washington Street. In 1877, he moved his business to the adjacent property.

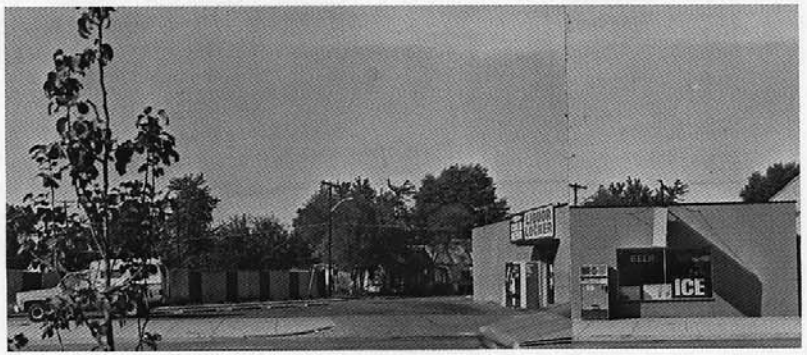
This residence is one of the few to survive from a period when homes and businesses existed side by side on Virginia Avenue. The front section is of brick construction, while the rear, cross-gabled section is frame (now covered by aluminum siding). Its most interesting decorative feature is the carved wooden panel inset below the segmented arches of the facade. At the turn of the century, a wraparound porch existed at the south elevation.



936 938 - 942 944 - 948 950

VIRGINIA AVENUE

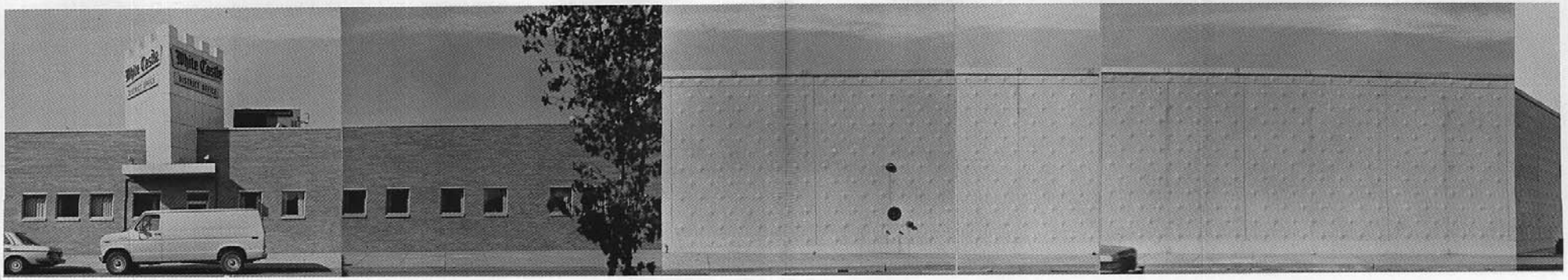
949 Virginia Avenue
Non-Contributing



949

VIRGINIA AVENUE

913 Virginia Avenue
Intrusion



913

VIRGINIA AVENUE

1004 Virginia Avenue
Non-Contributing

1006 Virginia Avenue
1883/1911

In 1883 Peter Routier, a well-known local carpenter, built the one-and-one-half-story dwelling which stands behind the 1911 storefront at 1006 Virginia Avenue. No information on the residents of this house is known. Charles M. Houze's medicine manufacturing business moved here in 1905 and remained until 1910, when Antonio Ferraro, a shoemaker, rented the store for seven years. Frank E. Brown, a real estate investor, built the storefront addition on this building in 1911. From the 1920s onward, various other short-term occupants rented this space.

An interesting diapered pattern is created on the storefront facade by the use of a two-tone brick of textured, dark brown center and cream-colored edges. The age of the gabled residence behind is obscured by asbestos siding, but it still retains its characteristic shaped rafter ends.

1008 Virginia Avenue
c. 1914

The first known record of this small commercial structure is its appearance on the 1914 Sanborn map as a one-story "bicycle repair shop". It was probably built by the Alexander M. Steward Realty Co., which owned the property between 1912 and 1923. In 1917, Antonio Ferraro moved to this location from 1006 Virginia Avenue and remained here until 1922, when the Martinelli Brothers took over his shoemaking business.

The storefront design is very similar to that of its neighbor to the north at 1006. Here a more common wire-cut brick was used, now painted white from the awning down.

1010-1014 Virginia Avenue
c. 1894

When Dr. James M. Tomlinson purchased this lot in 1891, a one-story, single-family dwelling was situated at the front of the lot. Shortly thereafter, he moved the house to the rear and constructed a frame building with three storefronts across the entire width of the lot.

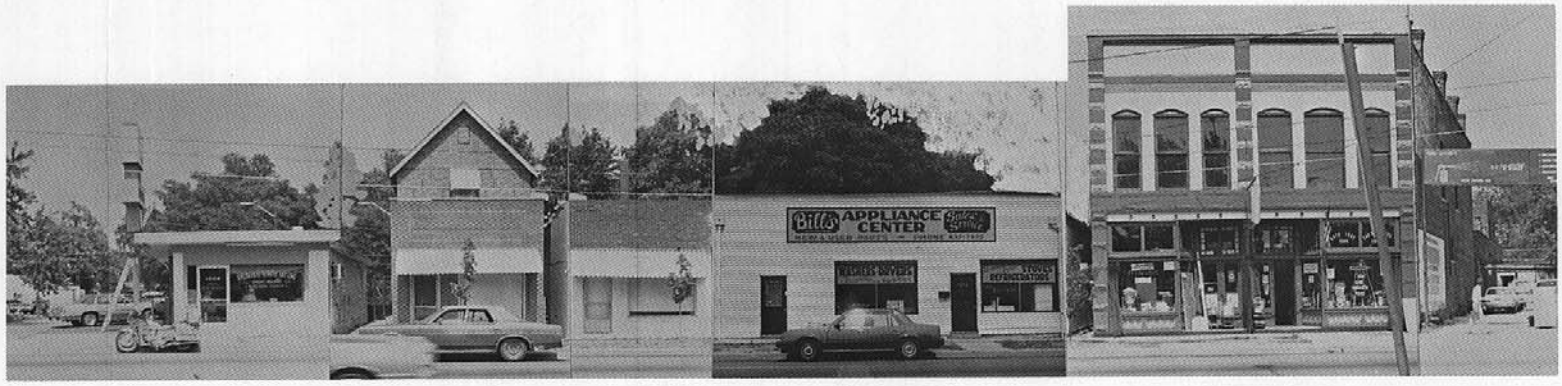
The facade of the structure has been substantially rebuilt and covered with aluminum siding, eradicating any perception of the three original stores. The two doors may exist in their original locations, but all else has changed.

The first known occupants of this structure in 1895 were John C. Walsh, a dealer in queensware, china and glass, Samuel Frieda, a boot and shoe maker, and Joseph Suess, a fruit merchant. 1014 was soon converted to a grocery where from 1899 to 1903 William O. Poppe operated. One of the longer-term tenants was Frank L. Jackson, a barber, whose shop was at 1010 from 1899 to 1927, when he relocated to 864 Virginia. The property itself stayed in the Tomlinson-Sullivan family as a real estate investment until 1924, when Russell Sullivan, Dr. Tomlinson's grand-nephew, sold it to Leon D. Mazur. During the late 1950s and 1960s, an Italian restaurant was located here.

J. P. Bruce Bakery
1016-1018 Virginia Avenue
1893

The Bruce Baking Company was located at this site for 48 years-1876 to 1924. In 1893, James P. Bruce constructed a new building for his bakery business to replace two existing one-story structures. Said to have cost $6,000 at the time of construction, mechanic's liens against the structure document the facade's cast-iron to be the work of the F. L. Hetherington & Berner Company and the interior plaster work by C. B. Rockwood of the Indiana Wall Plaster Company. New construction continued at the Bruce Bakery with the addition of a new bake shop with 2 ovens and a flour warehouse erected on the rear of the lot prior to 1914.

After 1924, a barber, tin shop, and paint shop were located in the building. The American Hardware Supply store has been in business here since 1947.



1004 1006 1008 1010 - 1014 1016 - 1018 1020

VIRGINIA AVENUE

As one of Indianapolis' best preserved commercial buildings of the 1890s, even the groundfloor storefront has remarkably survived in original condition. The facade of this two-story brick commercial building is divided into two portions by a central pier. Across the second story are six segmented-arched windows. The striped effect created by the rock-faced stone trim was a popular stylistic feature of the time. The first floor facade displays a notably high percentage of glass for the period, with tall transom lights over plate glass display windows. A single central iron column at the tiled entryway and the horizontal steel lintel beam with rosettes make possible this configuration. On the interior, a handsome metal-stamped ceiling is intact, and at the rear of the lot, portions of the early brick bakehouses and oven rooms survive.

1020 Virginia Avenue
Non-Contributing

1022 Virginia Avenue
1876

Michael and Margaret Welsh constructed this building in 1876, its first occupant being Thomas Evans, a barber, who lived upstairs. In 1886, Rosaline and Antoine Nugue bought the property, making the second floor their home over his shoemaking shop.

After 1905, the building changed tenants almost every year, housing several other barbers. The wallpaper/interior decorating business of William H. and Fiora (Young) Redman was one of the longest term uses of the building, remaining here from 1923 through 1944.

The original appearance of this early building is complete disguised by its imitation-stone false-front and remodeled first floor. As a two-story house with gable to the street, the falsefront itself may date to the 19th century because of the early combined residential/commercial function of the property.

1024-1026 Virginia Avenue
1875

George W. Hoffman purchased this lot in 1875, constructing this commercial block the same year. Little information is available on Hoffman or on the earliest tenants of the property. John H. McCollum ran a grocery in the southern half of the building (1026) from 1880 to 1882, moving to 1032-36 Virginia Avenue. A boot and shoe store opened here in 1890. Although the proprietorship changed frequently, the business remained through 1909. Edward Anschuetz began a cigar manufacturing business (1024) in 1885. This business changed hands many times in the 37 years of operation. As the commercial tenancy changed frequently, so too did the apartment tenants of the upper floors.

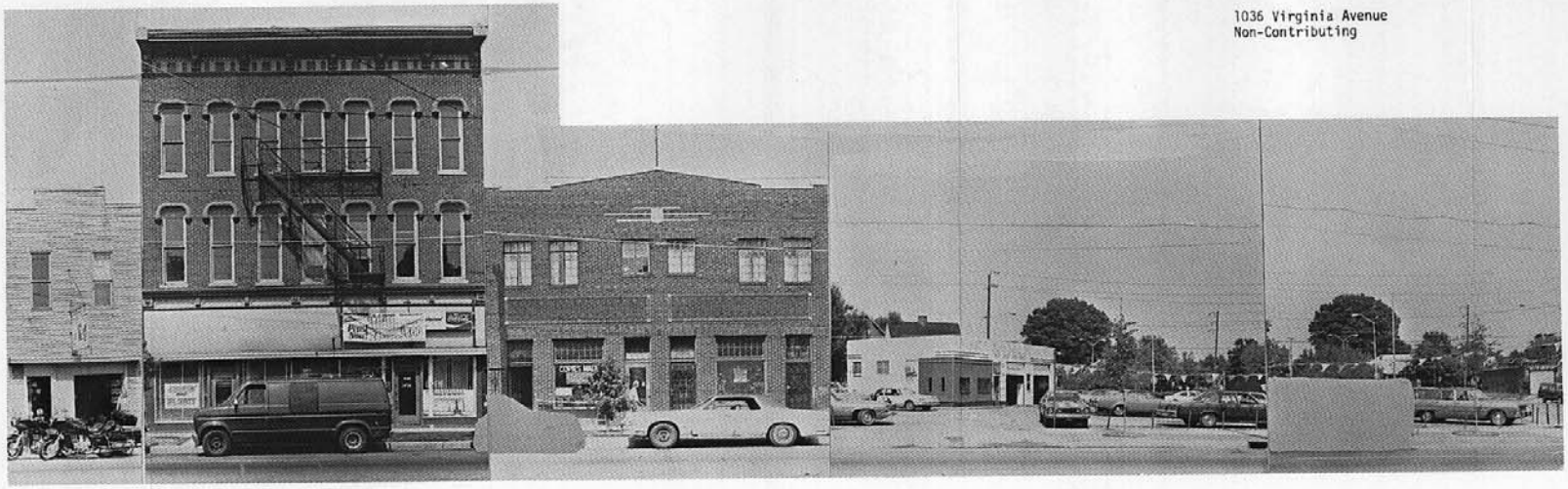
This three-story, seven-bay-wide, brick structure is the largest commercial building in Fountain Square to survive from the 19th century. Hallmarks of the Italianate style include the decorative window hood molds and the bracketed roof overhang, the cornice frieze of which is quite unusual in its detailing. Below the detailed wood stringcourse between the first and second floors, the facade was remodeled in the late 1940s or early 1950s with large plate glass storefronts surrounded by Carrara glass.

Wyn-Lee Building
1028-1030 Virginia Avenue
c. 1925

When the Federal government did not pay heed to the community's need for a new post office, Thomas Neil Wynne, president of the Fountain Square Realty Company, had this structure built in the mid-1920s to replace an outgrown facility. A two-story frame dwelling on this site from the 19th century was demolished to make way for the building. Fountain Square's post office was located here for 37 years, closing its doors in 1964.

For a building combining institutional use on the ground floor and apartments on the second floor, its design elements show some inspiration from industrial buildings, especially in its fenestration. Linear stone detailing accents the wire-cut brick of the facade.

1036 Virginia Avenue
Non-Contributing



1022 1024 - 1026 1028 - 1030 1036

VIRGINIA AVENUE

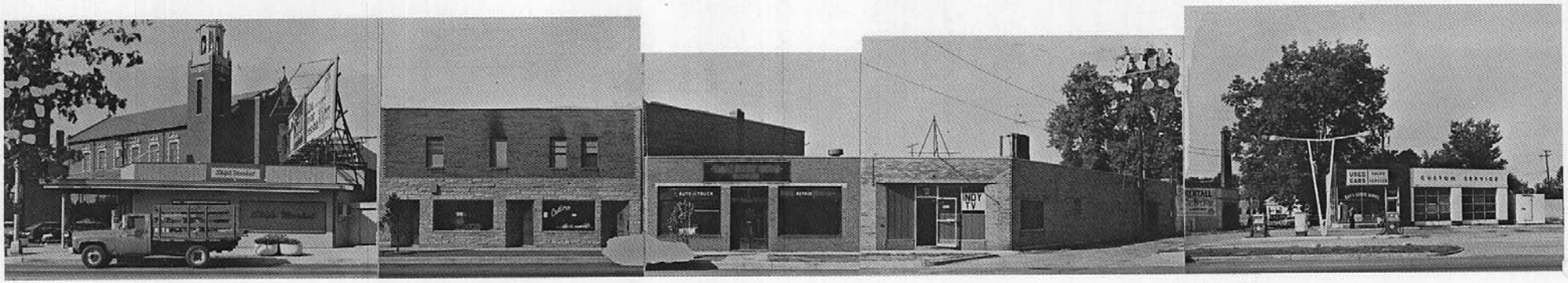
1001-15 Virginia Avenue
Non-Contributing

1023 Virginia Avenue
Non-Contributing

1025 Virginia Avenue
Non-Contributing

1027-29 Virginia Avenue
Non-Contributing

1033 Virginia Avenue
Non-Contributing



1033 1027 - 1029 1025 1023 1001 - 1015

VIRGINIA AVENUE

Fountain Square State Bank
1042 Virginia Avenue
1908

On the site of an 1870s dwelling, this structure was erected in 1908 as the Fountain Square State Bank. Opening its doors for public service later that same year, the bank continued at this location through 1922. In 1923, the bank was relocated to 1059-61 Virginia Avenue and Mike Geron opened a short-lived shoe repair and shining parlor here.

Only at the rear elevation of this one-story, brick building is its early 20th century origin evident. The entire facade on Virginia Avenue was rebuilt around 1960, probably coinciding with its change in function to Pedigo's Jewelry Store, which has been in business here 21 years.

Southside Theatre
1044-1046 Virginia Avenue
1911

Reinhard and Louise Kreps built this structure in 1911 as the Green Theater after their successful "airdome" (open air) theater at this location from 1907 on. Roland (Roy) Russell Bair bought the theater in 1915, renaming it "Bair's," which was changed to the "South Side" in 1919. Mr. Bair operated many other theaters around the city at this same time: the Oriental, Strand, Lincoln, and the Apex, as well as several restaurants.

The South Side was closed in 1929, remaining vacant until 1935 when it was brought back as the "Sunshine Theatre" for a brief two years. In 1937 Michael Sablosky and Sons purchased the building as an annex for their department store in the Fountain Square Block.

The building's origin as a theater is unrecognizable from the Virginia Avenue facade, which was completely redesigned to accommodate department store display windows in the late 1930s. Much of the interior has also been rebuilt, but vestiges of the theater still remain, including a large ceiling ventilator and a stage at the rear addition that projects to the alley line.

1048 Virginia Avenue
1915

Mrs. Pearl McDonald constructed this small commercial building in 1915 on the remaining portion of the lot occupied by 1052 Virginia Avenue. Robert R. Sloan's real estate company was probably the first tenant of this small storefront. In 1920, the lot with both structures was sold to Roland R. Bair, who built the rear one-story additions to both structures. He opened a restaurant in this building in 1925.

The 1915 storefront of this small, one-story, brick structure has been replaced by a recessed front featuring Carrara glass with simulated marble veining. Because of the prominent jewelry-type display window, this remodeling probably was done in 1947 when Pedigo Jewelers located here for a period of 12 years.

1052 Virginia Avenue
c. 1907

Probably built by Hiram Jacobs, this brick building was sold to Pearl McDonald in 1907. It served as the Fountain Square Station Post Office from 1908 to 1926. Alterations have destroyed the building's 20th century storefront. The end garlands and shield are its only ornamentation.

1054 Virginia Avenue
1907

A lien of 1907 may indicate that George H. Gisler built 1054 Virginia Avenue in that year. The Charles F. Iske Furniture Store, one of Fountain Square's most prominent businesses, located here in 1910. When Iske died in 1915, John C. Rockstroh took over the business. The Rockstroh Furniture Company was in turn purchased in 1924 by Banner-Whitehill. They remained in Fountain Square until 1938.

Typical of a commercial building of the first decade of the 20th-century, the facade of brown glazed brick is accented by stone trim including the splayed window lintels of the second floor. As early as 1925, the interiors of this building and its neighbor to the south, 1056, were incorporated as a single structure for the Banner-Whitehill business. Today a glass storefront of later design unites the ground floor of the two structures; at the second floor of each, windows have been unsympathetically filled with glass blocks.

1056 Virginia Avenue
c. 1875

Although it is uncertain when this structure was built, it was most likely constructed by George Tindall around 1875. "The Daily Meat Market," operated by Julius and Mary Matzke, opened its doors here in 1879, with the Matzkes residing in the building for 10 years. Mr. Matzke was born in Prussia and came to the U. S. in 1869 via New York. Upon retirement from the meat business in 1900, he began to develop real estate properties around the city. He became known as a builder of many business blocks and residences including the Indianapolis Conservatory of Music (later known as the Matzke Apartments) and the Arlington, Marion, and Marina Apartments.

In 1889, 1056 Virginia Avenue was sold to Reuben and Theresa Levy, who along with relatives operated a dry goods store here for three years. The Jacobs family purchased the property in 1892. Samuel Jacobs operated a small clothing store here for a few years, then Edward Jacobs tried a retail boot and shoe store. By 1896, George H. Gisler had opened a shoe store in the building, which was located here through 1908. The Iske Furniture Company eventually purchased both 1054 and 1056, in 1910 leasing 1056 to August C. and Fred W. Mueller for their men's furnishings store for a period of 10 years.

As originally built, this commercial building exhibited a number of features characteristic of the Italianate style. The use of cornice brackets to accentuate the rectangular windows of the attic story is particularly distinctive. The existing paint scheme may possibly date to the late 19th century, since the 650 numeral indicated its pre-1898 address. (See 1054 Virginia Avenue for additional historical and descriptive information.)

1058 Virginia Avenue
1892 Charles J. Miller, contractor

Built in 1892 by a partnership of Dr. Othello L. Deitch and Edward and Rosa Jacobs, this building was used by the Jacobs family for their retail clothing stores. For several years a restaurant was operated at this address, first by Charles Behnke in 1900 and later by Levi Cornell in 1905. By 1915, this building was primarily used as a billards hall with office space available to rent.

1042 1044 - 1046 1048 1052

VIRGINIA AVENUE

Although this building was constructed nearly 20 years after its neighbor to the north, 1056, its facade was designed to match the earlier building. Stylistics notwithstanding, this was a common practice when businesses were expanded. There are subtle variations in the detailing of the two buildings, most notably in the head blocks and cornice moldings. Although the original storefront has been lost through modernizations, the second floor windows have been retained at full size in contrast to 1056.

1060 Virginia Avenue
c. 1874

This small commercial structure was built by Foster Whitford for his hardware and cutlery company in 1874. By 1880, William H. Orbison occupied this space with a boot and shoe shop. Three years later, Orbison's was claimed by Manufacturing and Mercantile Resources of Indianapolis as "the leading boot and shoe house in this section of the city." After Orbison's occupancy, a barber shop was located here. Also of note, Henry H. Bishop, a jeweler, operated a store here from 1893 to 1897, later moving to 948 Virginia Avenue (1910-64).

As the earliest structure to survive on Virginia Avenue, this building harkens back to one of the simplest forms of commercial buildings. It is one of the few buildings in the area with this type of hipped roof, with ridge perpendicular to the facade. The two widely spaced windows of the second story are of horseshoe arch form, simply detailed by two rows of header brick. The two major alterations of the facade are the storefront, which probably was rebuilt in the early 1900s, and the loss of the projecting cornice.

A one-story dwelling attached to this building at the rear in 1887 was rotated and moved to the back of the lot, probably when 1058 was built. It was demolished in the early 20th century; a one-story concrete-block addition is now on its original site.

Fountain Block
1062-1068 Virginia Avenue (1048-1050 East Prospect)
1902

In 1873 August and Elizabeth Elbrecht purchased the land on which this building now stands. Several small, one-story structures were erected for commercial tenants, one of the more prominent being Frederick W. Rosebrock. He ran a grocery here from 1885 to 1900.

According to a building permit issued on April 8, 1902 to August Elbrecht for a project of $15,000, Prader and Kraas were the contractors for a building to be known as the Fountain Block. This new building was designed for commercial shops on the first level, apartments and offices on the second level, and the Fountain Block Hall on the top floor. One long-term occupant of the building was Joseph V. Reisbeck, who ran a retail drugstore at 1068 from 1910 until 1947. Joseph B. Wade then continued to operate a pharmacy here. Charles R. Kluger, a watchmaker who owned a retail jewelry store in Fountain Square for 35 years, was located at 1064 from 1928 to 1940. Kluger received his training in his native Germany. Other business establishments of this block were A. L. Bartholomew's barbershop (1910-1919), Fred W. and August C. Mueller's men's furnishings store (1921-1930), and Sablosky's department store (1930-34).

The block extends 11 bays along Virginia Avenue and five bays along Prospect Street. Although the Virginia storefronts have all undergone successive modernizations, those on Prospect are as originally built. The tall windows of the upper story, designed to illuminate the hall, lend an unusual sense of proportion to the building. The most interesting architectural feature is the distinctive window trim, with scrolled acanthus leaf keystones and sills and lintels with label stops. The original bracketed cornice survives only on the Shelby Avenue elevation.

1054 1056 1058 1060 1062 - 1068

VIRGINIA AVENUE

Fountain Square State Bank
1059 Virginia Avenue
1922 Vonnegut, Bohn and Mueller, architects

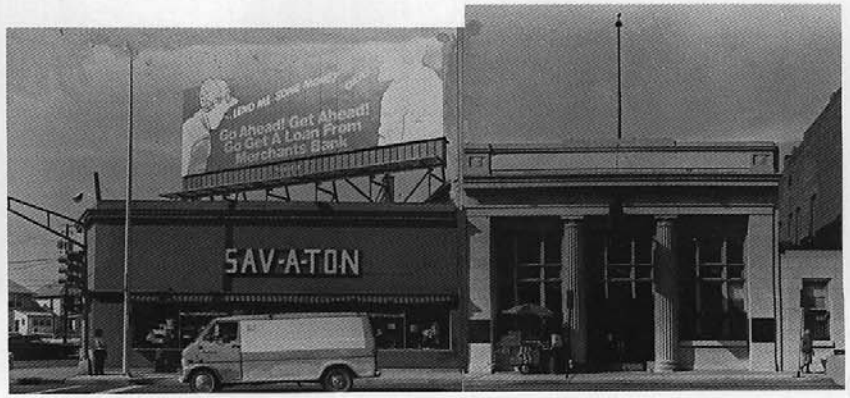
When the Fountain Square State Bank was incorporated in 1908, it was first located at 1042 Virginia Avenue. This present building was erected in 1922-23 and replaced sections of the adjacent two-story brick building owned by William Schreiber. The bank became the Fountain Square Branch of Merchants National Bank in November 1948 through consolidation.

The elegant Neoclassical facade of dressed limestone displays the talents of one of the city's most prominent architectural firms of the era. Two fluted Doric columns flank the entryway, creating the effect of a temple front and providing a window wall for interior illumination. The banking room features marble floors and counter area, brass teller's cages, a denticulated beamed ceiling, and wall pilasters. Only the most minor alterations have been made to this building in its 60-year history.

1065-1067 Virginia Avenue
1922

Because of its prominence at the point of Virginia and Prospect, this site has been occupied by a series of structures since the mid-19th century. A two-story brick commercial building, pictured in an 1889 publication: Indianapolis Illustrated, was razed for the construction of the Schreiber Block in 1895 (see 1053-57 Virginia Avenue). In 1922 when the Fountain Square State Bank built its new structure, portions of the Schreiber Block were demolished. This building was constructed at that time, incorporating a 19th-century brick wall along Prospect Street. This building served the community as a music shop from 1923 to 1927 and then became a part of the Olin Chevrolet Company. From 1937 to 1948, it served as a branch of the Kroger Grocery and Baking Company.

The blue metal panels added to this building (probably during its function as a grocery store) completely disguise the 1920s facade. Transom windows still evident on the interior were blocked off at this time.



1065 - 1067 1059

VIRGINIA AVENUE

Schreiber Block
1053-1057 Virginia Avenue
1895

Built in 1895 by William Schreiber, this building replaced a number of earlier residential and commercial buildings and extended to the intersection of Virginia and Prospect.

The building had a variety of small businesses including a creamery, a laundry, and a restaurant. The first five- and ten-cent store in the building was established in 1926 by the Trick Brothers. The G. C. Murphy Company located in 1053-55 in 1929 and has remained there ever since. In 1951 they expanded their store by incorporating the former Granada Theater Building, creating a continuous modern storefront along the first floor of the two buildings.

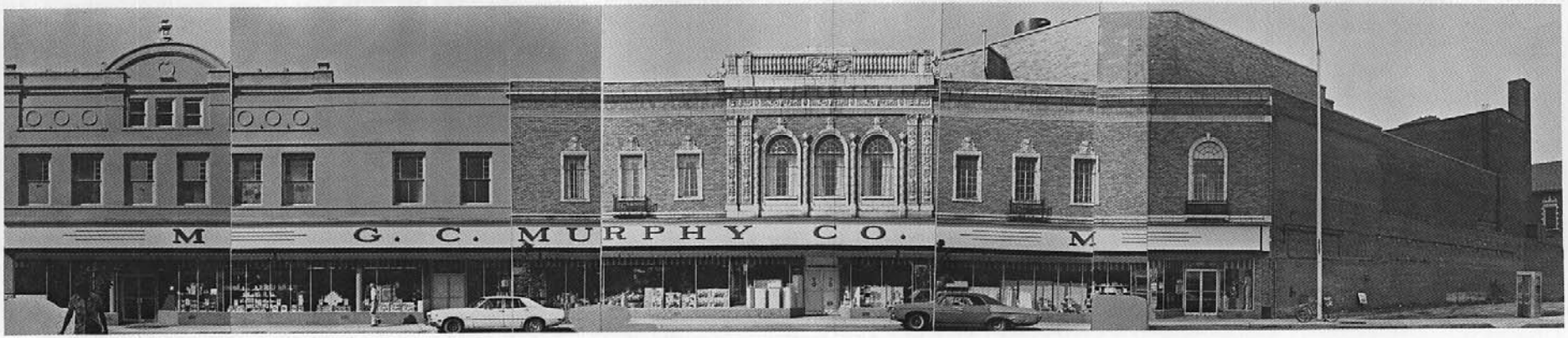
The asymmetrical character of the facade is owing to the demolition of the southern sections of the Schreiber Block to make way for new buildings, and the extension of the northern portion, during the 1920s. The structure currently being nine bays wide, the parapet fan now appears curiously off center. The attic story features blind oculi characteristic of Indianapolis' commercial buildings as early as the 1860s. The square, colored glass lights of the second story's double-hung windows are more typical of residences of the period and indeed help to denote the apartments located here. Stone detailing of the brickwork is obscured by the current uniform paint color.

Granada Theater
1043-1047 Virginia Avenue
1928 Donald Graham, architect

The Granada Theater, built at the same time as the Fountain Square Theater, was operated by the U.I. Theater Circuit Company, Inc., which operated more than 400 theaters throughout the country. The theater's architect, Donald Graham (1885-1951) received his degree from the University of Illinois in 1907 and went on to study in Europe for three years. He designed numerous theaters in the Midwest as well as the Millersville Masonic Lodge Hall.

The Granada was the first theater in Indianapolis to show a foreign sound movie, Terra Madre, on April 11, 1932. When the theater closed in 1951, the building was remodeled for the expansion of the G. C. Murphy Co., then located at 1053-55 Virginia. At this time the owners of the building, Fountain Square Realty Co., also owned the Fountain Square Theater.

The theater's Virginia Avenue facade of tan-colored brick was greatly enriched by fanciful terra-cotta ornament of Spanish Baroque inspiration. As a result of the 1950s remodeling, nothing remains of the original first floor facade with its two storefronts. The centerpiece composition of the second floor features three arched windows framed by pilasters and frieze band. Four wreathed columns aside the windows enliven the grouping, and the enframing ornament features winged cherub heads, shields, rams' heads, and Neptunes. Above this, a blind balustrade is carried as a parapet; at its center is a tablet elaborately ornamented with a shield on floral background. All windows of the second floor have terra-cotta surrounds, and the terra-cotta stringcourse and cornice lines help to unify the design.



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BUILDING CONDITION

In August of 1983, the Indianapolis Historic Preservation Commission conducted a structure by structure survey of building conditions within the Fountain Square Commercial Area. Only the exterior appearance of each structure was analyzed. The following criteria and definitions were developed by the Division of Planning for the subarea planning process and were used by the Commission in this survey:

(A) Sound: Structure is adequate for its use or could be made so with a few simple maintenance operations. Examples of the type of work include painting where little preparation is required, and tuck pointing.

(B) Minor Deterioration: Structure appears structurally stable but requires maintenance operations requiring considerable time, effort and materials. Examples of the type of work include painting where extensive preparation is required, replacement or repair of doors and windows, roof or gutters.

(C) Major Deterioration/Substandard: Structure requires major structural repair or replacement. Examples of the type of work include repair of a settling or crumbling foundation, leaning walls or chimneys, exaggerated sagging of roof, extensive rotting of wood components, etc.

(D) Severe Deterioration: Structure not fit for use because of more than one major structural problem. Examples include where a section of the walls or roof is missing, or where there has been extensive fire damage.

The survey concluded that 79 percent of the structures were sound, 16 percent had minor deterioration, and 5 percent had major deterioration. There were no severely deteriorated buildings identified in the district.

ADDRESS	RATING
GROVE AVENUE	
848 Grove Avenue	B/A
EAST PROSPECT STREET	
1102 East Prospect Street	A
1104-10 East Prospect Street	A
1112-14 East Prospect Street	A
1116-18 East Prospect Street	A
1117-19 East Prospect Street	A
1121-23 East Prospect Street	A/B
1126-28 East Prospect Street	A
1127 East Prospect Street	A

ADDRESS	RATING
VIRGINIA AVENUE	
860 Virginia Avenue	A
870 Virginia Avenue	A/B
872 Virginia Avenue	A
874 Virginia Avenue	A
902-06 Virginia Avenue	A
frame building	C
920 Virginia Avenue	A
921 Virginia Avenue	A
936 Virginia Avenue	A
garage	B
940 Virginia Avenue	A
944-48 Virginia Avenue	A

ADDRESS	RATING
1130-32 East Prospect Street	A
1134 East Prospect Street	A
1150 East Prospect Street	A
1335-39 East Prospect Street	A/B
1413 East Prospect Street	B/A
1415 East Prospect Street	B/A
1621 East Prospect Street	B/C
1623 East Prospect Street	A/B
1627 East Prospect Street	B
1631 East Prospect Street	B
1633-37 East Prospect Street	B
1638-40 East Prospect Street	C
1701-03 East Prospect Street	B
1702-06 East Prospect Street	A/B
1707-09 East Prospect Street	B
SOUTH SHELBY STREET	
1023-25 South Shelby Street	C/B
1026 South Shelby Street	C
1101-15 South Shelby Street	A
1108-16 South Shelby Street	A/B
1120 South Shelby Street	A
1127-29 South Shelby Street	A
1131 South Shelby Street	A
1135 South Shelby Street	A
1139 South Shelby Street	A
1143-45 South Shelby Street	A
1149 South Shelby Street	A
1150 South Shelby Street	A

ADDRESS	RATING
949 Virginia Avenue	A
950 Virginia Avenue	B
1004 Virginia Avenue	A
1006 Virginia Avenue	A
1008 Virginia Avenue	A
1010-14 Virginia Avenue	A
1015 Virginia Avenue	A
1016-18 Virginia Avenue	A
1021 Virginia Avenue	A
1022 Virginia Avenue	B
1024-26 Virginia Avenue	A
1025 Virginia Avenue	A
1027-29 Virginia Avenue	A/B
1028-30 Virginia Avenue	A
1031 Virginia Avenue	A
1034 Virginia Avenue	A
1042 Virginia Avenue	A
1043-47 Virginia Avenue	A
1044-46 Virginia Avenue	A
1048 Virginia Avenue	A
1052 Virginia Avenue	A/B
1053-57 Virginia Avenue	A/B
1054 Virginia Avenue	A/B
1056 Virginia Avenue	A
1058 Virginia Avenue	A
1059 Virginia Avenue	A
1060 Virginia Avenue	A/B
1062-68 Virginia Avenue	A
1065-67 Virginia Avenue	A

The high percentage of sound structures in the district is partly the result of the efforts of the Fountain Square & Fletcher Place Investment Corporation (FSFPIC). FSFPIC has assisted in the renovation of approximately 40 percent of the Fountain Square Commercial Area.

LAND USE

A field survey was conducted to determine the actual and potential use for buildings in Fountain Square. The potential use given to vacant structures is based upon building design and its historic use with consideration also given to the current zoning classification. Many upper stories of the buildings have a use which varies from the primary use on the first floor. These uses are not reflected in this survey and will be discussed later.

The existing land use in Fountain Square is primarily commercial use which has little outdoor activity. There are a few light industrial and institutional uses interspersed with the commercial. The well-defined boundary between the commercial and adjacent residential areas is one half block either side of Virginia Avenue, South Shelby, and East Prospect Streets.

The following percentage table of land use classifications is based upon parcels of land, rather than acreage. Because some parcels have more than one use, the totals equal more than 100 percent. There are 127 parcels, of which five (four percent) have dual uses.

	No. of Parcels	Percentage of Parcels
COMMERCIAL	80	65%
INDUSTRIAL	11	8%
SPECIAL USE	4	3%
PARKING	25	20%
VACANT	9	8%

In summary, seventy-six percent of the land is developed, eight percent is undeveloped, and twenty percent is devoted to parking. Approximately two-thirds of the land is devoted to commercial use.

TRANSPORTATION

The efficient movement of people, goods, and services into and out of, as well as within the Fountain Square area, must be promoted if the area is to be successful in its redevelopment efforts. Poor store accessibility and high transportation costs (in time and financial outlays) resulting from inefficient transportation modes could stall redevelopment gains in the area.

Thoroughfares: The interstate inner-loop of I-65/I-70 bisects Virginia Avenue separating the Fountain Square Commercial District from the Fletcher Place Historic Area. The southern leg of I-65 intersects Shelby Street south of the commercial district and creates a boundary along the western edge of the Fountain Square area. There is an entrance and exit for I-65 to paired Prospect-Morris one-way streets west of Fountain Square.

The Marion County Thoroughfare Plan (adopted 1958) contains a functional classification system of streets in Indianapolis-Marion County. The highest classification of streets (with the exception of freeways and expressways) are "primary arterials." This class of streets has greater traffic carrying capabilities and higher levels of service than other routes, and they serve as connectors to the interstate systems, and to other primary arterials. They are oriented to moving traffic rather than serving adjacent land uses. In Fountain Square, Prospect Street, Shelby Street, and Virginia Avenue are all classified as primary arterials. The remainder of the streets located within Fountain Square are classified as either collectors or local streets.

In addition to its classification of existing streets, the thoroughfare plan reflects long-range transportation planning on a county-wide basis. It recommends that

Shelby Street be upgraded to a four-lane, divided road with a 100 foot right-of-way. According to the plan, Shelby Street is part of the Martindale-Dorman-Shelby connector designed to service the near-east side of Indianapolis. The alignment of this connector through Fountain Square is recommended for completion between 1984 and 1988; however, since no action has been taken on this recommendation, the actual date of construction is uncertain.

The plan also recognizes the need to widen Propsect Street, but recommends leaving Virginia Avenue at its current width.

Parking: Parking available in Fountain Square falls into one of two categories: on-street parking and surface lots. Although the thoroughfare plan recommends no on-street parking for the primary arterials, these now serve as the primary source of parking in the district.

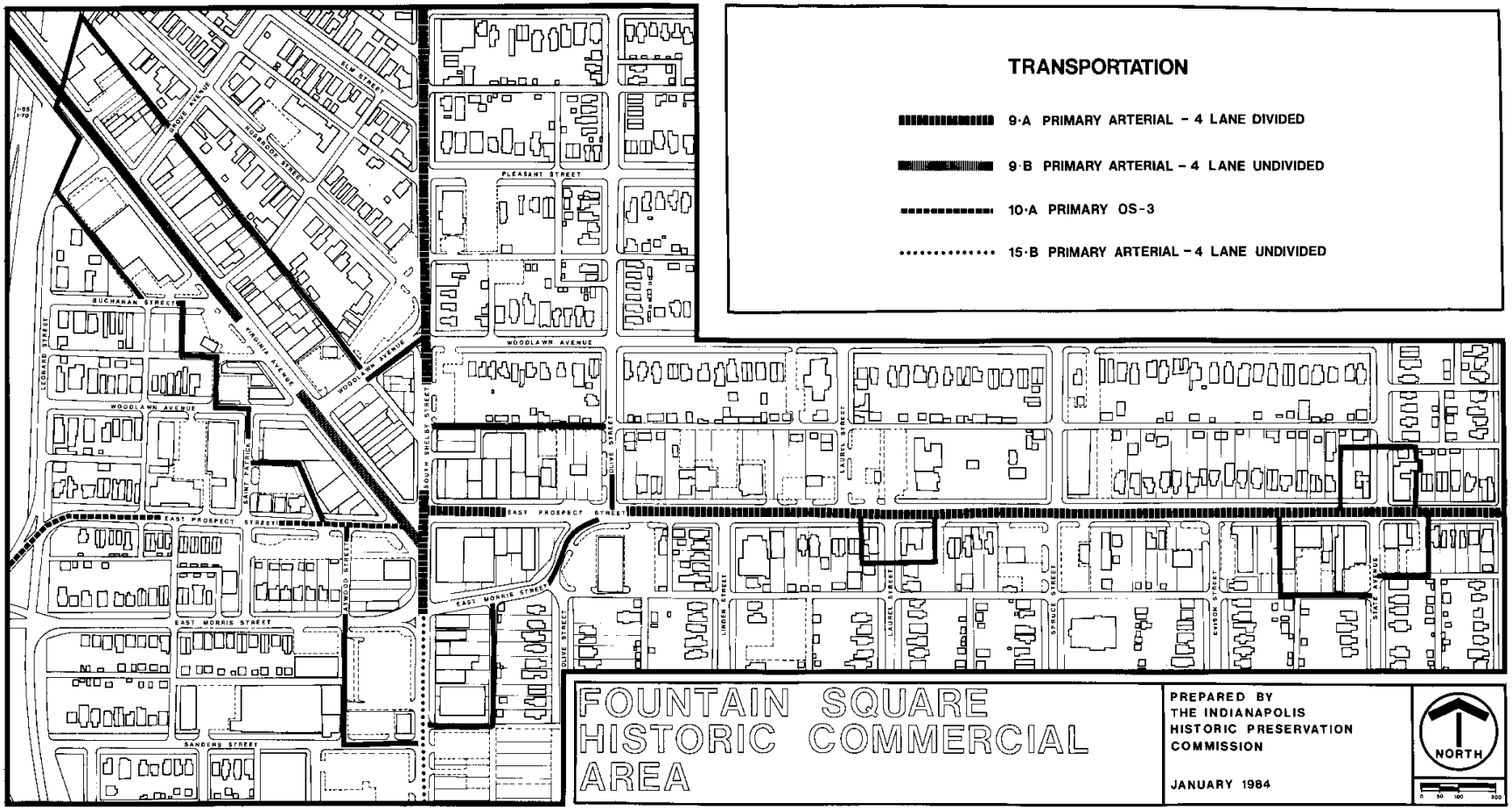
In order to improve accessibility and make shopping in the area more convenient for prospective shoppers, the Fountain Square Merchants Association owns and maintains two medium-sized parking lots which provide free, unlimited parking to shoppers.

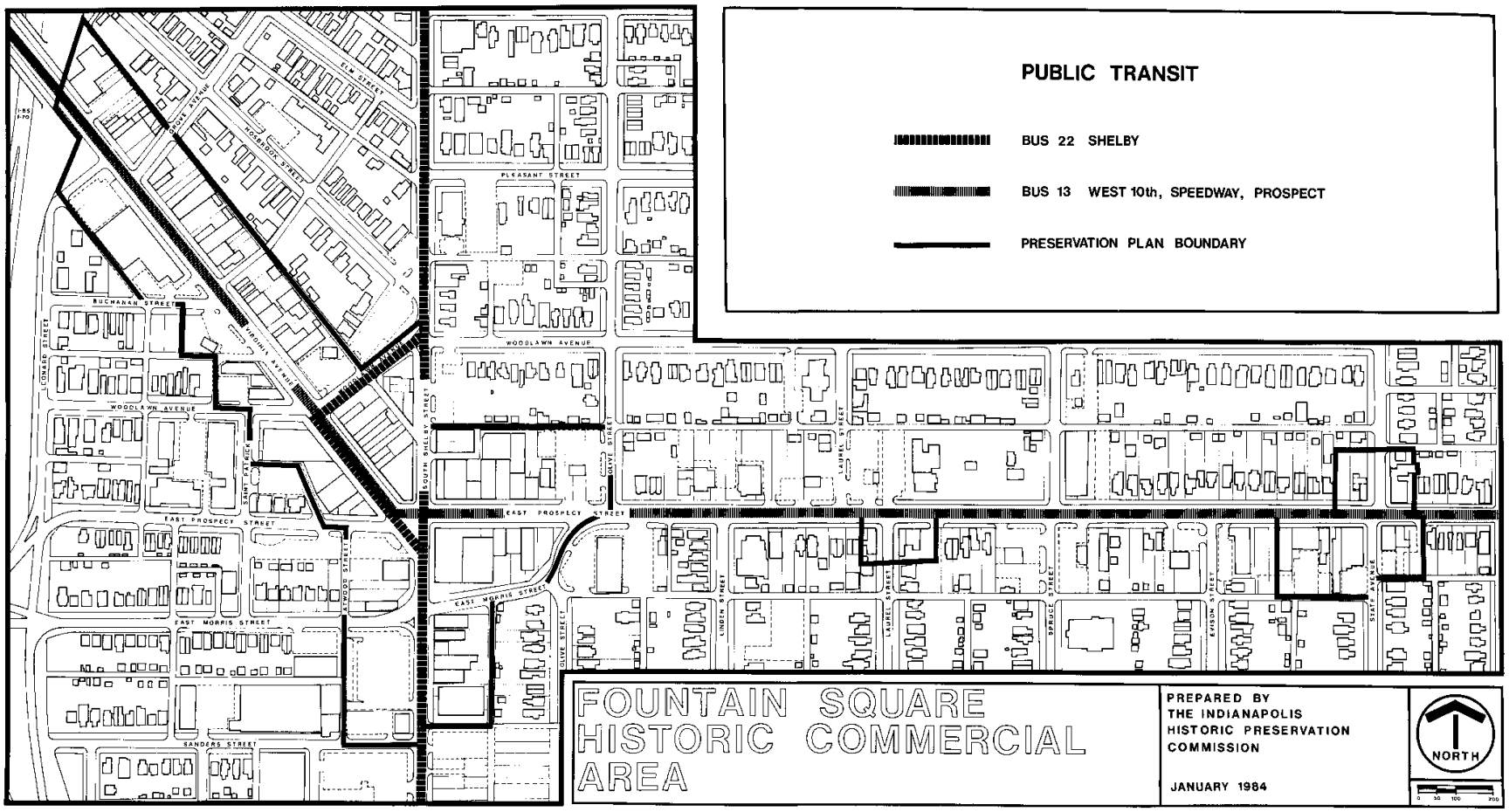
Public Transit: Bus service to Indianapolis and its environs is operated by the Indianapolis Public Transit Corporation (METRO) which focuses bus service on a downtown designation or transfer. One way fare is 60 cents within one zone, 90 cents over two zones, and $1.20 over three zones. A senior citizen discount is available through the METRO office at 14 East Washington Street.

Two bus routes pass through the Fountain Square district. Route No. 13 (W. 10th, Speedway, and Prospect) gives area residents access to the downtown, I.U. Medical Center, and Speedway. No. 13 follows Virginia Avenue and East Propsect (east of the district) through Fountain Square. It runs at half-hour intervals between 5:00 a.m. and 11:00 p.m. Bus No. 22 (Shelby) travels along Shelby Street between Fletcher and Troy Avenues at half-hour intervals between 6:00 a.m. and 7:00 p.m.

POPULATION

The area outlined as the trade area for the Fountain Square commercial district was defined by the Cambridge Advisory Group (CAG) in their study, Fountain Square - Revitalization Opportunities. This area was also used as the study area for the thematic nomination to the National Register of


TRANSPORTATION
9·A PRIMARY ARTERIAL - 4 LANE DIVIDED
9·B PRIMARY ARTERIAL - 4 LANE UNDIVIDED
10·A PRIMARY OS-3
15·B PRIMARY ARTERIAL - 4 LANE UNDIVIDED
FOUNTAIN SQUARE
HISTORIC COMMERCIAL
AREA
PREPARED BY
THE INDIANAPOLIS
HISTORIC PRESERVATION
COMMISSION
JANUARY 1984
NORTH
ELM STREET
PLEASANT STREET
WOODLAWN AVENUE
BUCHANAN STREET
LEONARD STREET
VIRGINIA AVENUE
EAST PROSPECT STREET
EAST MORRIS STREET
SANDERS STREET
SOUTH SHELBY STREET
OLIVE STREET
LAUREL STREET
LINDEN STREET
SPRUCE STREET
EUDSON STREET
STATE AVENUE


PUBLIC TRANSIT
BUS 22 SHELBY
BUS 13 WEST 10th, SPEEDWAY, PROSPECT
PRESERVATION PLAN BOUNDARY
ELM STREET
GROVE AVENUE
HOSBROOK STREET
PLEASANT STREET
BUCHANAN STREET
LEONARD STREET
VIRGINIA AVENUE
WOODLAWN AVENUE
SAINT PATRICK
SOUTH SHELBY STREET
OLIVE STREET
LAUREL STREET
EAST PROSPECT STREET
EAST MORRIS STREET
LINDEN STREET
SPRUCE STREET
EVISON STREET
STATE AVENUE
SANDERS STREET
FOUNTAIN SQUARE
HISTORIC COMMERCIAL
AREA
PREPARED BY
THE INDIANAPOLIS
HISTORIC PRESERVATION
COMMISSION
JANUARY 1984
NORTH

Historic Places. This area, bounded by Pleasant Run Parkway on the south, Keystone Avenue on the east, Penn/Central/Conrail Railroad on the north, and I-65/70 on the west, contains parts of seven 1970 census tracts and parts of four 1980 census tracts. As a result, calculations regarding population and other census data is based upon a percentage of each tract. (The percentages are those calculated by CAG for their study.) The following table lists census tracts and associated percentages.

1950-1970		1980	
Census Tract	% of Tract in Area	Census Tract	% of Tract in Area
3557	2.9	3557	15.0
3558	27.1		
3559	100.0	3559	100.00
3560	64.1		
3570	12.8		
3571	50.0	3571	57.0
3572	70.0	3572	70.0

The following table illustrates population trends in the Fountain Square trade area over the past thirty years (1950-1980) and the population trends for the same period in Indianapolis and Marion County.

	Fountain Square	Indianapolis	Marion County
1950			
1960	14,884	476,258	697,567
1970	11,967	744,624* 4%	793,769 4%
1980	9,861	711,539	765,233

The creation of the consolidated city in 1968 greatly expanded the corporate limits of Indianapolis, thus causing a 36 percent increase in population compared to a 12 percent increase for the county.

Fountain Square has shown a steady decline in population since the post-war period. This was the result of federal housing programs and banking policies (VA loans and low interest rates) which made new homes affordable to returning servicemen and their families. The demand for housing coupled with the flexibility afforded by the family car gave rise to the development of "satelite suburbs" outside Indianapolis' older residential areas. Fountain Square no longer was the destination for commuters at the end of the bus or trolley line, instead it became simply another community commuters passed through on the way to the suburbs.

A second factor contributing to the Square's decline in population and commerce was the completion of the interstate highway system through

Indianapolis in 1968. The interstates further stimulated the growth of the suburbs and the large regional shopping centers which developed to serve them. The interstates also encouraged local residents to travel greater distances to shop outside the Square at the large malls.

Population decreases resulted both from the outflow of families from the Square, and a reduction in the size of the remaining households. New households, dominated by younger couples and single individuals, and old households consisting of long-term, elderly residents, are smaller than those moved to the suburbs.

The racial make-up of the Fountain Square area is primarily white (93%), reflecting the immigrant origins of what was at one time a major German enclave. This was supplemented during the Second World War by an influx of workers from Kentucky and Tennessee drawn north by the lure of jobs in the war industries operating in Indianapolis.

FINANCIAL ASSISTANCE PROGRAMS

The Indianapolis Historic Preservation Commission does not want to encourage the displacement of long-term residents and businesses from historic districts. At the same time the Commission recognizes that changes in ownership patterns are likely to occur, particularly among rental properties. A policy of encouraging a gradual mix of new and existing businesses would give Fountain Square the flexibility necessary to grow and yet maintain its distinctive character.

Programs exist at all levels of government and within the private sector to help inner city businesses, through facade improvement programs, tax incentives, and loans. Many of these programs are outlined below. (Readers should be advised that not all the programs are available at the date of publication of this plan; however, changes in program policy and funding may make them available in the future. Check with the administering agency indicated.)

Preservation Programs

1. Grants-in-Aid

   The U.S. Department of the Interior awards grants-in-aid involving historic preservation projects. There are two types of grants, both on a 50/50 match basis, and they are administered locally through the State Historic Preservation Office of the Indiana Department of Natural Resources. Their offices are located in the Indiana State Museum, 202 N. Alabama Street, Indianapolis.

   Survey and Planning Grants: These funds are used to identify, evaluate, and nominate properties to the National Register of Historic Places. In addition, these funds are used to prepare and update the State's programs, draft development plans and specifications, and other expenses related to the program. Applicants can be public and private organizations and non-federal units of government.

Acquisition and Development Grants: These funds are used to protect and preserve historic properties. They can be used for the acquisition of properties listed in the National Register of Historic Places, and for restoration, rehabilitation, or preservation construction activities on properties listed on the National Register. Those applying for grants can be individuals, public and private organizations, or non-federal units of government. (No funding is currently available through this program.)

2. National Historic Preservation Fund

This fund is sponsored by the National Trust for Historic Preservation, a semi-public corporation chartered by Congress. It provides low-interest loans to non-profit or public member organizations to help them establish a revolving fund for improving properties listed on the National Register.

3. Inner City Ventures Fund

This program was established in 1981 by the National Trust for Historic Preservation. It is a cooperative program requiring additional local funding from various sources. The program will provide grants and low-interest loans to community organizations to allow them to aid their neighborhood's low and moderate income residents, especially minorities, while undertaking rehabilitation projects. Project areas must be listed, or determined eligible for inclusion, on the National Register. The fund is administered by the National Trust's Neighborhood Conservation Program, a part of the Trust's Office of Preservation Services.

4. Consultant Service Grants

These grants are provided by the National Trust for Historic Preservation on a matching basis. They are given to member organizations seeking the advice of consultants on preservation problems. For more information on all National Trust programs, contact the Midwest Regional Office, 407 S. Dearborn Street #710, Chicago, Illinois 60605.

Commercial Programs

1. Commercial Facade Restoration Program

This program is funded through the Community Development Block Grant Program and the Emergency Jobs Appropriation of 1983 through the Division of Economic and Housing Development (DEHD). For building owners and store proprietors in the Fountain Square Commercial Area the program provides matching grants of up to 50 percent of the total project cost for facade and exterior restoration and/or rehabilitation

of commercial buildings in Fountain Square. The program is administered by the Fountain Square & Fletcher Place Investment Corporation (FSFPIC). The Corporation's offices are located at 1104 East Prospect Street, Indianapolis.

2. Landscape Development Program

Administered by FSFPIC, this program is financed through corporate contributions. This program provides up to 50 percent of the cost of landscaping and/or paving of open space directly in front of building storefronts in the Fountain Square Commercial Area. The program is also utilized for open space development and maintenance in the Fountain Square Commercial Area.

3. Small Business Administration (SBA) Loans

SBA offers two basic types of business loans: 1) guarantees by SBA on loans made by private lenders, usually banks, and 2) direct loans from the agency. Because funds for these programs are limited to the Congressional appropriation, the majority of SBA loans are of the guaranteed type. For more information, contact the Department of Economic and Housing Development, your local bank, and/or the local office of the Small Business Administration.

Housing Programs

1. Fountain Square & Fletcher Place Revolving Fund

A program organized for the purchase, rehabilitation, and resale of abandoned properties in Fountain Square and Fletcher Place neighborhoods. The fund is a partnership of Historic Landmarks Foundation of Indiana (HLFI) and FSFPIC. Initially funded by the HLFI and the Lilly Endowment, the fund provides interim financing at below market rates for the purchase of residential and commercial properties. The fund also initiates redevelopment projects such as the relocation and restoration of the Forsyth-Caito home.

2. Rental Improvement Program

For apartment building owners in the Fountain Square commercial corridor and adjacent residential area. The program is funded with Community Development Block Grant money through DEHD. The program is administered by FSFPIC which provides a matching grant. Program funds are for the exterior restoration and/or rehabilitation of buildings if the building owner upgrades existing apartment units in the structure or makes available for residential use previously vacant upper story space in a commercial building.

3. Paint-up/Fix-up Program

This program provides assistance to home owners and occasionally to renters who experience financial difficulty in the necessary maintenance of their homes. Services include house painting, repair of deteriorated siding and windows, and other minor carpentry repairs to the house's exterior. Assistance is based on verified need and is complemented with a match by the homeowner of either labor or equity whenever possible. The paint-up/fix-up assistance may be in the form of material supplies or contractor services. The program is currently funded through DEHD by the Community Block Grant Program and the Emergency Jobs Appropriation of 1983.

4. Residential Weatherization Program

The program provides energy conservation services and information to homeowners who would not otherwise have the skills, knowledge, or finances required to make their homes weather-tight. Assistance may include a detailed energy audit, attic insultation, window repair, wood storm windows, and/or routine furnace maintenance. The program is currently funded through DEHD by the Emergency Jobs Appropriation of 1983.

Tax Incentives

1. Economic Recovery Tax Act of 1981

This Act replaces the Tax Reform Act of 1976 and the Revenue Tax Act of 1978. The following provisions of this new law took effect January 1, 1982:

i. Provides an accelerated cost recovery system with electable fixed depreciation lives of 15, 35, and 45 years. Accelerated depreciation of 200 percent for low-income housing and 175 percent for all commercial buildings (old or new) may be elected.

ii. Allows investment tax credit for rehabilitation:

15 percent for buildings at least 30 years old
20 percent for buildings at least 40 years old
25 percent for certified rehabilitation of certified historic structures.

iii. Only the 25 percent historic category includes investment tax credits for residential rental rehabilitation costs at straight-line over a 15-year accelerated cost recovery period, because this category is exempt from the adjustment to basis rule.

iv. Provides disincentives for demolition by preventing write-off of losses and cost associated with demolition of an historic building.

Early calculations indicate that the investment tax credit, combined with the 15-year straight-line depreciation, is a better incentive for preservation than any other tax treatment currently available, including that for new construction.

2. Tax Abatement Program

This program was established by the City of Indianapolis to provide incentives for rehabilitation and new construction in areas of the city where development should be encouraged. Administered by the Department of Metropolitan Development (DMD), the program allows a 10-year, graduated reduction of property taxes on increased assessment incurred through rehabilitation or new construction. It allows property owners to save about half of the taxes that they would have paid over a 10-year period.

3. Property Tax Deduction for Rehabilitated Residences (IC 6-1.1-12-18)

As a reenactment of a prior state law, this section 18 deduction from property tax is available for rehabilitated residential property if:

i. The assessed value was less than $3,000 prior to rehabilitation for a single-family dwelling ($4,000 for a double dwelling or $1,500 per unit for multi-family units) and;

ii. The property was reassessed because it was rehabilitated.

The deduction is a deduction from the new assessed value for the first five years and is limited to the lesser of:

i. The amount of the increased value or;

ii. $2,500 per rehabilitated unit.

The owner must file an application for the deduction with the county auditor before May 10 or within 30 days after notice of reassessment is mailed.

4. Property Tax Deduction for any Rehabilitated Property (IC 6-1.1-12-22)

This section of the law was enacted in 1975. An owner of residential property can elect either a deduction under this section 22 or under section 18 above. The mechanics of section 22 are similar to section 18 above; however, the maximum limits

are different. Under section 22, the deduction is limited to: 50 percent of the increased assessment up to $5,000 maximum for single-family residential and up to $25,000 maximum for other property.

Section 22 provides the greater deduction where the increase is $5,000 or more. In multi-family (more than two) residential units, section 18 is the higher deduction where the increased assessment is less than $3,000 per unit. Above that, the section 22 deduction is higher. For non-residential property only the section 22 is available — 50 percent of increased value with a $25,000 maximum. There is no limitation on pre-rehabilitation assessed valuation.

HISTORICAL SIGNIFICANCE

The Fountain Square Historic District is the oldest area of Indianapolis outside the downtown to function continually as an important commercial area. Its existing buildings span more than a century of development, from 1871 to the present. Focused at the intersection of the primary historic transportation routes leading from the southeast to the center of Indianapolis, the area historically served -- and continues to serve -- as a hub of the southside community. The placement of the district on the National Register of Historic Places in June gave official recognition to the historical and architectural significance of the area.

GENERAL PHYSICAL CHARACTERISTICS

The majority of commercial buildings within the Fountain Square district are in sound condition (79%). A smaller number of buildings are in moderately deteriorated condition (16%). Almost all of the latter have the potential for being rehabilitated, and there are almost no buildings that are in such a delapidated state that they cannot be successfully rehabilitated as commercially useful space.

There is a notable absence of comfortable and attractive pedestrian spaces in the Fountain Square district. There are neither green spaces nor seating areas to invite the pedestrian to spend more time in Fountain Square; rather, the environment encourages shopping trips to be brief. At the time of this study, the fountain located at the intersection of Prospect Street and Virginia Avenue was the sole element with any potential for pedestrian focus. There are currently no other significant streetscape features or street furniture within the immediate environment to support this potential.

Traffic flow through the district is complex. Virginia Avenue, Prospect and Shelby Streets maintain a high daily traffic count, with Virginia Avenue carrying the highest volume (12,500 autos/day - 1978 data). The Indianapolis Department of Transportation expects this level of usage to continue on all these streets as well as on Morris Street. The department will require that these arterials remain open to at least these levels of demand for the foreseeable future.

At present, there are 540 off-street parking spaces available for shoppers in Fountain Square. These include two medium sized surface lots owned and maintained by the Fountain Square Merchants Association which offers free parking to shoppers. In addition, there are approximately 250 on-street parking spaces in the immediate area. Since most heavy traffic flow occurs during commuting hours, it is possible to use curb lanes for parking during off-peak hours.

In addition to problems of parking accessible to stores, the number of spaces currently available is inadequate if the existing retail outlets expect to generate sales on par with other successful shopping centers. Current guidelines suggest that a minimum of 5.5 parking spaces be provided for each 1000 square feet of retail space. In Fountain Square the ratio is

presently about 3.0 spaces per 1000 square feet, including on-street parking. The creation of new retail space, without a parallel increase in available parking, would further aggravate this condition.

COMMERCE

The Fountain Square trade area, as defined (see map) contains approximately 10,000 people, and due to the lack of significant competition within a radius of about one mile, the commercial district seems capable of successful redevelopment as a neighborhood shopping center (see figure 1). The overall retail vacancy in the area is 8.7 percent*, indicating a moderately healthy demand for space. The largest concentration of retail spaces is in the outlined commercial district in the general area of the fountain, with 32 businesses or 23.3 percent of all businesses identified.

FIGURE 1

CHARACTERISTICS OF SHOPPING CENTERS

Center Type	Leading Tenant (Basis for Classification)	Typical GLA*	General Range in GLA*	Usual Min. Site Area	Min. Support Req.	Usual Trade Area Radius	Shopper Travel Time
Neighborhood Center	Supermarket or Drug Store	50,000 ft^2	30,000-100,000 ft^2	3 AC	2,500-40,000 people	1½ Mi	6 Min
Community Center	Variety, Discount or Junior Dept. Store	150,000 ft^2	100,000-300,000 ft^2	10 AC or more	40,000-150,000	3-5 Mi	10-15 Min
Regional Center	One or More Full-line Department Stores of at Least 100,000 Sq. ft. of GLA*	400,000 ft^2	300,000-1,000,000 ft^2 or more	30-50 AC or more	150,000 or more people	8+ Mi	15-30 Min

*Centers with more than 750,000 ft^2. GLA usually include three or more department stores and hence are super-regionals.

source--Fountain Square Revitalization Opportunities
April 1980
Cambridge Advisory Group, Inc.
Perry Associates, Architects

Efforts to recreate Fountain Square's former position as a full line community shopping center would require expanding the trade area to over two miles in order to serve the approximately 40,000 people required to support such a center (see figure 1). Merchants in such an expanded trade area would encounter stiff competition from Indianapolis' downtown central business district (NW) and the Madison Avenue shopping strip, located to the southwest.

In addition to the problem of increased competition, there is an additional problem created by the type and distribution of commercial space in Fountain Square. While 140 retail spaces (in the trade area) is greater than the number found in many large regional shopping centers, the spaces are not clustered so as to generate retail traffic for each other. The problem is further aggravated by the large percentage of businesses which do not build substantial retail traffic (i.e., funeral homes, auto repair shops and sales outlets). The existence of an important retail anchor in the

*1980 data

district (G. C. Murphy) represents an important traffic generator which currently cannot be exploited by other merchants in the area because of these reasons: low traffic generators, retail dispersal, increased non-local competition as well as from the lack of sufficient and convenient parking, and the lack of attractive pedestrian flow routes, greenspace and visual draws (with the exception of the fountain). These factors indicate that a conventional community shopping center could not be easily developed in the Fountain Square commercial district.

LAND USE

A field survey was conducted by IHPC staff to determine the actual and potential use of properties located in Fountain Square. Existing landuse (see map) is primarily commercial with little related outdoor activity. A few light industrial and institutional uses are interspersed with the commercial. Existing upper floor space in the older commercial buildings is generally vacant or utilized as rental housing.

A well defined boundary exists between the commercial and adjacent residential areas. This boundary is situated one half block on either side of Virginia Avenue, South Shelby and East Prospect Streets. Two small secondary commercial nodes are located east of the primary district on East Prospect Street: one at the intersection of East Prospect and South Laurel Streets; the other at the intersection of East Prospect and State Avenue.

Table A shows that 96% of the land within the district is developed, with the largest number of parcels being devoted to commercial activities, the next largest number to surface parking.

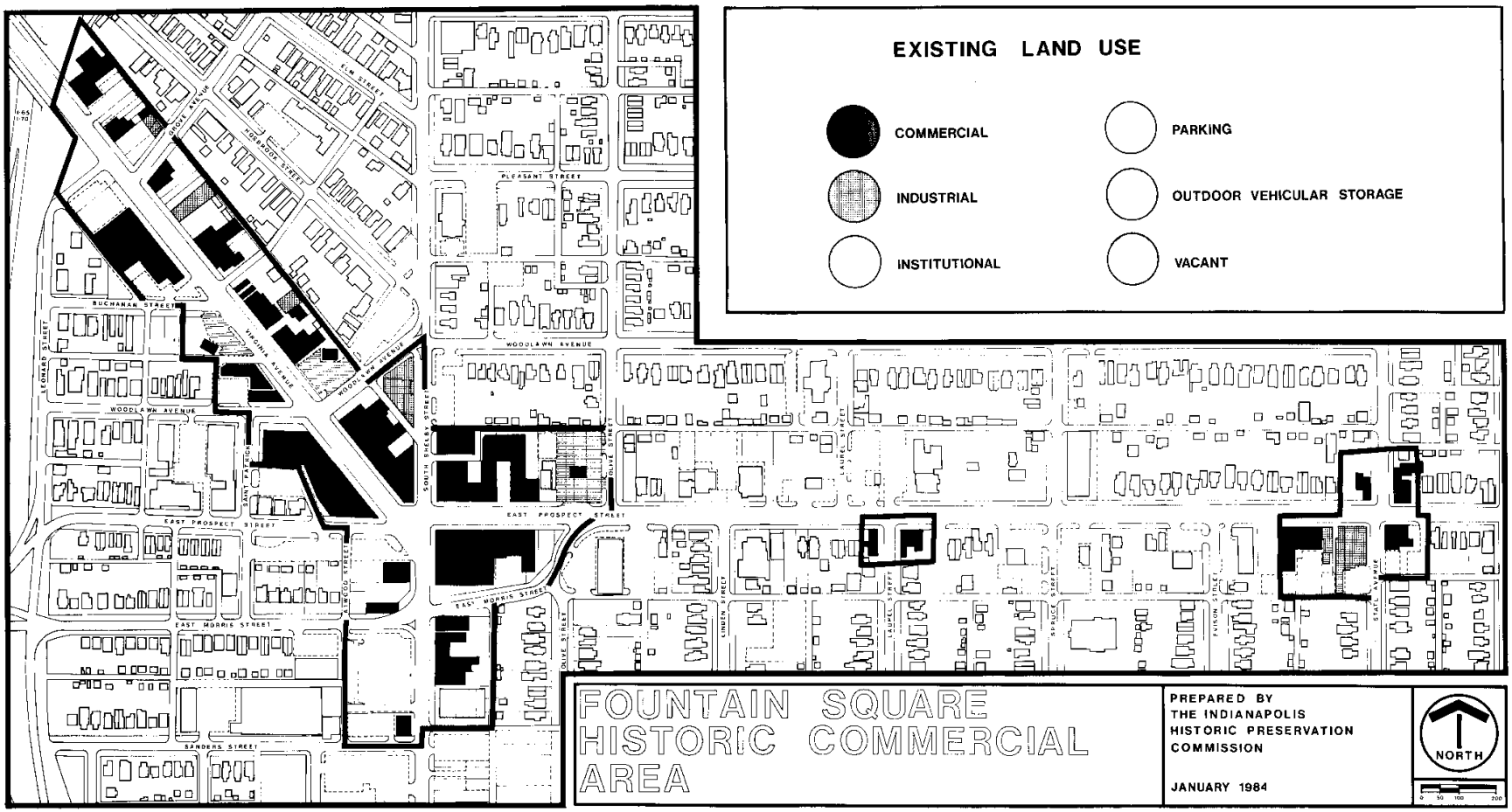
TABLE A

	No. of Parcels	% of Parcels
Commercial	80	65
Industrial	9	8
Special Use	4	3
Parking	25	20
Vacant	9	8
		104*

*Total equals more than 100% reflecting multiple uses for some parcels.

ZONING

Currently existing zoning patterns generally reflect the established land use pattern existing in Fountain Square with the exception of the I-3-U industrial zones located at the corner of Shelby and East Prospect Streets, and at the corner of East Morris and South Shelby Streets. These areas had at one time supported industrial uses, however, this is no longer the case. These sites currently support commercial uses, and it is recommended that these zones be changed to C-4 to conform with existing usage. This would prevent any future change in use which might be incompatible with adjacent commercial and residential uses.


EXISTING LAND USE
COMMERCIAL
INDUSTRIAL
INSTITUTIONAL
PARKING
OUTDOOR VEHICULAR STORAGE
VACANT
ELM STREET
GROVE AVENUE
HOSBROOK STREET
PLEASANT STREET
BUCHANAN STREET
LEONARD STREET
VIRGINIA AVENUE
WOODLAWN AVENUE
SOUTH SHELBY STREET
OLIVE STREET
LAUREL STREET
EAST PROSPECT STREET
EAST MORRIS STREET
KINGDON STREET
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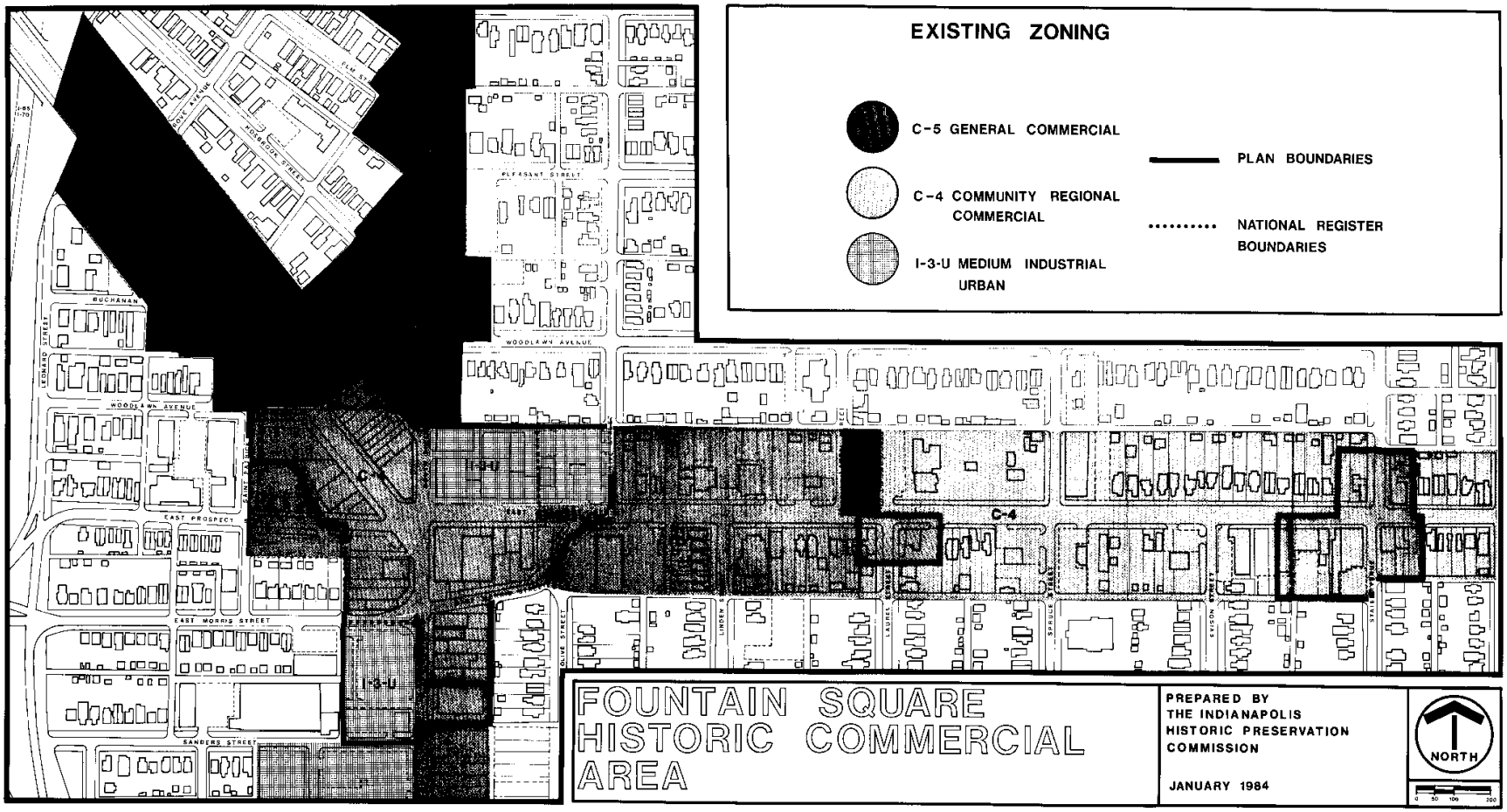

EXISTING ZONING
C-5 GENERAL COMMERCIAL
C-4 COMMUNITY REGIONAL COMMERCIAL
I-3-U MEDIUM INDUSTRIAL URBAN
PLAN BOUNDARIES
NATIONAL REGISTER BOUNDARIES
FOUNTAIN SQUARE HISTORIC COMMERCIAL AREA
PREPARED BY THE INDIANAPOLIS HISTORIC PRESERVATION COMMISSION
JANUARY 1984
NORTH
C-4
I-3-U
BUCHANAN
WOODLAWN AVENUE
EAST PROSPECT
EAST MORRIS STREET
SANDERS STREET
PLEASANT STREET
LEONARD STREET
OLIVE STREET
SPRUCE STREET

The majority of the Fountain Square district is zoned C-5 and C-4. The Fountain Square-Southeastern Subarea Plan recommends commercial and office uses in this area. The C-4 classification allows these uses, but limits related outdoor activities. The C-5 classification allows outdoor commercial activities which would be incompatible both audibly and visually with adjacent residential zones. Such activity could ultimately be detrimental to the revitalization of Fountain Square since it would lessen the attractiveness of the Square to shoppers.

Under C-5 zoning, the redevelopment of the large number of vacant lots located at the north end of Virginia Avenue adjacent to the Interstate could include inappropriate uses such as car or heavy equipment dealerships. The subarea plan recommends changing the C-5 to a C-4 zone to prevent any future development problems in this area.

TRANSPORTATION

Construction of the interstate innerloop of I-65/I-70 has had a mixed impact on Fountain Square. While it does facilitate transportation to many parts of Indianapolis and Marion County, it also siphons off local shoppers who are enticed by the lower prices and greater variety available in the new, more accessible regional malls. The interstate also forms a physical barrier between Fountain Square and adjacent residential districts (i.e., Fletcher Place), further reducing the local shopper support for the Fountain Square commercial area.

The primary arterials, Virginia Avenue, Prospect and Shelby Streets, subject Fountain Square to a high volume of through traffic with its concomitant effects of noise and pollution. The thoroughfare plan's recommendation regarding the upgrading of Shelby Street through Fountain Square could be detrimental to portions of the commercial area. If expanded to a 100 ft right-of-way, it could fall in the path of several 19th century commercial structures and residences, threatening their demolition. The loss of these structures to the area would be significant. In addition to the impact on historic structures, the disruption of the district as a whole must be considered. An expanded right-of-way would further increase through traffic in the area and would serve as an additional impediment to pedestrian movement along Shelby Street and at the intersection of Shelby, Prospect and Virginia. This would further reduce the district's appeal to shoppers.

SOCIAL FACTORS

Historic preservation as a function of community redevelopment cannot exist in a vacuum. While the preservation plan should not attempt to address social problems in Fountain Square, it should not ignore the effect of existing social forces on revitalization efforts in the commercial area.

Crime, or its perception, can have an impact upon a community's view of itself and upon the decision of people to shop in an urban area that has experienced several years of decline. Fountain Square is fortunate in that

it has a low incidence of serious crime (see figure 2). There was an overall decrease in crime from 289 to 241 incidents per year over the period from 1976 to 1978. During the same period, the overall crime figure for Indianapolis as a whole was increasing.

FIGURE 2

Crime Trends in Fountain Square
All Crimes Reported

	1976	1977	1978
Absolute Number of Crimes	289	247	241
As a Percent of Marion County	0.83	0.72	N.A.

Source: Fountain Square Revitalization Opportunities
April 1980
Cambridge Advisory Group, Inc.
Perry Associates Architects

These statistics should serve as an incentive for rehabilitation efforts in the district.

The Cambridge Advisory Group (CAG) survey of Fountain Square merchants indicates that their perceptions of the crime rate corresponds with the statistics in figure 2. Slightly over 27 percent of the merchants felt that shoplifting and related crimes were the largest problem faced in doing business in the area.

Another social factor which can effect redevelopment in Fountain Square is the availability of social services. The number and type of social services will figure in the decisions of people seeking to relocate in the area; it can also be a determinant for current residents who have contemplated moving from the area. Since the population of the Fountain Square area supports the commercial district, the health of the area will directly effect the health of the district. Fountain Square contains several agencies which provide needed services to area residents. These include the Fletcher Place Community Center, Southeast Multi-service Center, Catholic Youth Organization(CYO), Gorman's Boy's Club, and the Girl's Club.

ECONOMIC INCENTIVES

Recent changes in attitude, the current economic situation, and changes in life styles have made inner city neighborhoods and commercial areas desirable as places to live and shop. The reduction in travel costs and long

commutes are among the reasons many people would like to relocate closer to the center of town. They have also become disenchanted with the bland uniformity of the suburbs and the lack of cultural amenities "out there."

The proximity of Fountain Square to Indianapolis' downtown, the place of employment of over 100,000 people, gives the area the potential of becoming what it once was, a viable community within a community with its own commercial focus or "Main Street" providing all the necessities, as well as a few amenities, required by that local community. Other historic areas in Indianapolis such as Lockerbie Square, The Old Northside and The Wholesale District have redeveloped, or are redeveloping into viable residential and/or commercial entities offering amenities and services not available in the suburbs and regional shopping malls.

Rehabilitation has become extremely attractive with the tax breaks provided in the Economic Recovery Tax Act of 1981. Developers using the tax credits have begun to realize the potential of historic commercial structures and districts. Victoria Center, the Century Building, Union Station and the City Market are all indications of the growing trend to rehabilitate, rather than demolish, historic commercial properties. An indication of the success of these ventures can be readily observed each day at the City Market as thousands congregate at this popular spot for lunch at one of its many food concessions.

The potential of Fountain Square was acknowledged by city government when portions of the area benefited from designation as a 1979-81 community development block grant program treatment area. This program funded housing improvements as well as a variety of other activities in Fountain Square. Despite this public sector support, future federal funding opportunities in the area are in doubt. Changes in federal administrative policies since 1980 have dramatically reduced available funding for various historic area projects and programs, including acquisition and rehabilitation projects.

Funding in the future will probably be a combination of both public and private dollars which will be aggressively sought after by local development groups such as the United South Side Community Organization (USCO) and the Fountain Square-Fletcher Place Investment Corporation (FSFPIC). FSFPIC is currently attempting to enhance Fountain Square's historic environment through a residential paint-up-fix-up program and a commercial facade restoration program for neighborhood businesses.

PRESERVATION

New development in the Fountain Square Commercial District must be encouraged. This development should seek to preserve and complement the existing historic fabric. Construction not in keeping with scale or materials currently existing in the area should be discouraged since this could adversely affect the district's desirability as a place to live and shop.

Rehabilitation and new construction projects must conform to the Secretary of the Interior's Standards for Historic Preservation as well as the design guidelines set forth in this plan.

In recognition of current federal funding constraints, the creation of private-public partnerships for the redevelopment of both large and small structures, must be encouraged. Where applicable, a combination of private-public funding, tax credits and abatements could provide the incentive for redevelopment in Fountain Square as opposed to development in a suburban location.

Reuse of vacant upper floor space for residential or commercial/business uses should be encouraged wherever it is feasible.

COMMERCE

Businesses should be neighborhood oriented. When all factors have been considered (trade area, retail traffic generation potential, parking, population characteristics, etc.), the most appropriate focus for the district is a neighborhood shopping center. Such a center would find ample shopper support in Fountain Square from surrounding neighborhood districts and from the commercial population of local stores and offices as the commercial environment of the area responds to revitalization efforts.

The Fountain Square-Fletcher Place Investment Corporation should continue its role in promoting and facilitating revitalization. It should also continue to cooperate with the Fountain Square Merchants Association, government agencies, and other interested parties.

The merchants association should strengthen its membership and continue to coordinate activities for the area. This should include regular activities to promote businesses in the area. Such activities should include the two commercial nodes located east of the district on East Prospect Street. Such activities could include seasonal street fairs, fun runs, sidewalk concerts, and other such activities which draw people into the area and heighten its visibility.

Every effort should be made to retain current, long-term businesses while encouraging new commercial activities to locate in the area. Long-term businesses give the district continuity as well as its identity. Their longevity indicates that there is a market for their goods and services in Fountain Square. New commercial activities would both benefit from, and contribute to retail traffic generated by existing stores.

The Fountain Square Merchants Association should continue the maintenance and operation of cooperative parking lots. These lots eliminate one of the advantages regional shopping malls have traditionally had over inner city commercial areas, namely, free parking; existing lots should only be expanded as the need arises. Development of new lots should be confined to existing vacant land and be in such a fashion as to minimize the impact on actual or potential development of adjacent parcels and structures.

LAND USE AND ZONING

Current zoning should be changed so as to be consistent throughout the district. This includes the reclassification of the two I-3-U industrial zones on East Prospect and South Shelby as C-4 commercial zones to reflect their current use, the C-5 commercial zoning of Virginia Avenue and South Shelby north of the Square should be reclassified as C-4 commercial. C-5 commercial would allow outdoor commercial activities which would be incompatible with surrounding residential districts. This is especially true in the case of Virginia Avenue where development of several vacant parcels adjacent to I-65/I-70 could create a host of problems. To this end, the merchants association should request the division of planning to study the impact of rezoning the C-5 and I-3-U districts to C-4.

Noncomforming and incompatible land uses are to be discouraged. As such uses cease operation, they should be replaced with a more compatible, conforming use. Infill construction on vacant lots in the district should conform with existing construction in scale and materials. Setbacks should be maintained and on-site parking should be confined to the rear of the property where feasible. Parking and commercial uses should not be allowed to encroach on adjacent residential areas. The current commercial/residential boundaries are largely confined to rear lot lines which minimizes the intrusion into the adjacent residential districts. Additional commercial development outside the present boundaries would increase the level of intrusion on the residential areas and would cause some degradation of the residential fabric.

TRANSPORTATION

Since the proposed Martindale-Dorman-Shelby connector could be potentially detrimental to redevelopment in Fountain Square, it is recommended that an impact/need study be initiated to determine the need for the costs/benefits of its construction. The study should also seek to identify alternate alignments for the connector through the Fountain Square area.

Should the need for the connector as currently conceived be demonstrated, every attempt should be made to avoid relocation of the fountain and the demolition of commercial structures.

The possibility of operating a shuttle bus from the Union Station complex and/or other areas of the Regional Center to Fountain Square during shopping hours and special events should be studied. Such a service would

increase the attractiveness of the area by providing a larger pool of parking for special events as well as furnishing a tie-in with major local landmarks (i.e., the Station, the Hoosier Dome, etc.).

Finally, an evaluation of heavy truck traffic through the Fountain Square area should be undertaken. Alternate truck routes to lighten the traffic volume should also be studied as part of this evaluation.

PUBLIC IMPROVEMENTS

In order to provide a more accessible and amenable environment for the pedestrian in Fountain Square, the Fountain Square-Fletcher Place Investment Corporation should continue working with the Department of Transportation on the replacement of sidewalks and curbs. In addition, alleys in the district should be upgraded to provide safe, pleasant access to parking and delivery areas.

The design of appropriate fixtures, such as street furniture and decorative plantings, should be encouraged wherever possible. Street lighting should also be maintained at current illumination levels for pedestrian safety.

Landscaping along street right-of-way should follow the recommendations of the Fountain Square-Fletcher Place Investment Corporation to ensure consistency throughout the area.

INTRODUCTION

The Indianapolis Historic Preservation Commission utilizes the following Design Standards as a guide in determining the appropriateness of projects within the Fountain Square Historic Commercial Area. The Commission recognizes each historic area is unique and has characteristics which portray the area's history and identity. Because of the area's unique and diverse characteristics, these Design Standards were created specifically for the Fountain Square Commercial Area in order to preserve and protect the area's unique and diverse characteristics while allowing for growth and new development.

The Design Standards are to be used as a guide by property owners and others interested in developing a project within the Fountain Square Area. The staff of the Indianapolis Historic Preservation Commission is available to help interpret the criteria established by the standards and assist in finding appropriate approaches of development for the project.

As a basis for developing the Design Standards, the Commission utilized the Secretary of the Interior's Standards for Historic Preservation Projects (see Appendix IV.), and numerous design guidelines booklets prepared by Noré V. Winter of Downing-Leach Architects.

In order to understand which relationships and components are valued in the physical environment and why the Design Standards address them, a basic vocabulary must be established. The physical environment vocabulary that contributes to the historic character of Fountain Square is based upon the terms listed in the next section which identifies basic architectural components and the following which identify basic relationships among buildings.

PATTERN

Pattern can be defined as forms arranged in such a manner where the arrangement is imitated.

Some of the most familiar patterns are found in building materials such as brick, stone, and concrete block walls; brick or tile paving; wood siding and shingles; glass; etc. The following photographs are examples of material patterns in Fountain Square.

Glass panes of a window

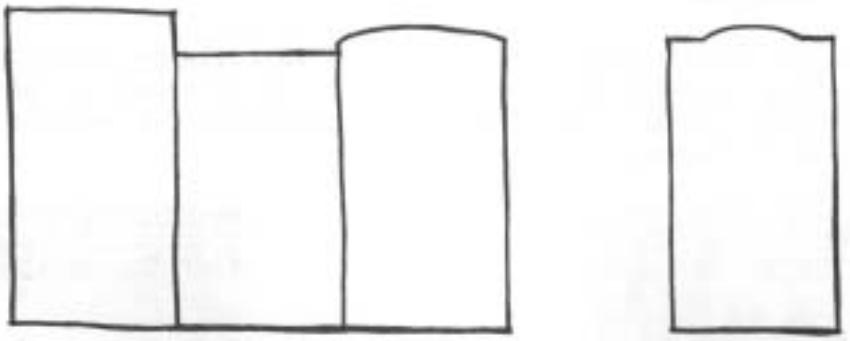
The brick work of a wall

Architectural components such as windows, signs, columns, ornamentation, etc.; can be arranged to form a pattern. This larger scale pattern creates a rhythm (a recurring alternation of elements) within the building or block. The following photographs are examples of patterns (rhythm) in Fountain Square.

The windows on the second floor create a pattern (rhythm) because of their matching sizes, shape, and equal spacing.

The circular vents in the upper portion of the wall create a pattern (rhythm).

Buildings themselves can be repeated to form patterns even though they may look different. The drawing below shows how buildings and the spaces between them form a pattern (rhythm).



A sense of unity and visual order in Fountain Square is achieved through the patterns mentioned above and should be maintained.

INTRODUCTION

SIZE AND SHAPE

Size and shape are words that are very familiar and can be simply defined as: size, the physical dimensions of an object; and shape, the form of the object. When used to describe an object within the physical environment, they are combined and referred to as proportions (the relation of one part to another or to the whole with respect to size and shape). Again it is important to maintain the proportion of the building or block in order to achieve a sense of unity and visual order.

The photographs of the streetscape (a view of the street showing the relationship between the buildings on the street) below show examples of proportions.

The buildings have different widths but essentially the same heights.

The buildings have different shapes but essentially have the same size and width.

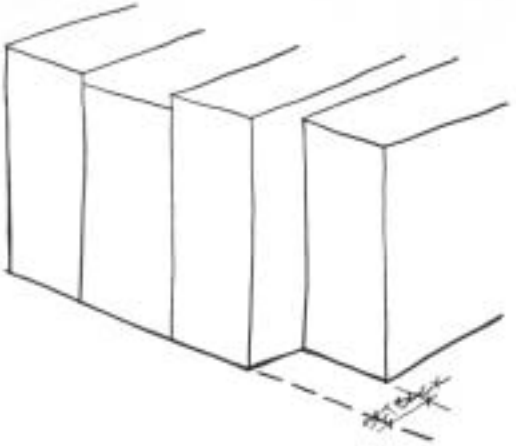
ALIGNMENT

Alignment can be defined as objects arranged in a straight line. One of the most effective ways to maintain a sense of unity or visual order is through alignment.

The photograph below shows how buildings along Virginia Avenue fit together so much they seem to form a uniform wall. This is achieved by the alignment of major horizontal objects i.e., the tops of the building wall, the second floor windows, the tops of the shop windows, etc.

The following photograph shows how windows within a building can align horizontically as well as vertically.

The alignment of a building along a sidewalk is also important. The drawing below illustrates how the visual order and unity is interrupted by setting the building back.



INTRODUCTION

By now one should notice that the terms interlock with each other. For example, windows align and form a pattern whenever they are similar in size and shape, or buildings aligning along a street form a pattern.

Once these basic relationships and architectural components listed in the following section are understood, they are evaluated for compatibility with the area, their historical significance and with regards to the architectural components, and their physical condition.

The information gathered in the evaluation is analyzed to see which of the following renovation approaches most often used, with regards to the Secretary of the Interior's Standards, best suits the development project.

> Stabilization: A process involving methods which reestablish a deteriorated property's structural stability and weather tightness while sustaining its existing form.
>
> Preservation: A process involving methods which maintain a property in its present state.
>
> Rehabilitation: A process involving repairs and alterations to a property which adapt it to a contemporary use while preserving its historic fabric and character.
>
> Restoration: A process which accurately recovers the appearance of a property at a particular period of time by removing later additions and/or replacing missing features.
>
> Renovation: A generic term used to define all work which is meant to make new again.

After a renovation approach is chosen, the guidelines will indicate a wide range of design alternatives and approaches which will produce solutions that are compatible with the character of Fountain Square.

It should be understood that the Design Standards are not meant to restrict creativity but intended to insure Fountain Square against unsympathetic designs.

ARCHITECTURAL COMPONENTS

The buildings in Fountain Square portray the gradual growth of the area into a well defined commercial district. Because the growth spanned several decades, a variety of building styles are present creating a diversity which is an important part of the area's character. There are, however, certain components within each building facade which are typical of commercial structures regardless of age and location. The retention and continued use of these components are important to the revitalization and identity of Fountain Square. The illustrations and descriptions on the following pages identify each of the components found on the building facades.

ARCHITECTURAL COMPONENTS: BUILDING FACADE

The facade is the principal side or face of the commercial structure which is presented to the street. The facade can be divided into two major areas, the storefront and the upper portion of the building. Each of the major areas has certain components that shape, define, and identify its function. The building facade may be found in many sizes, shapes, and styles, but the following components remain constant, serving to document the desirability of their retention.

A. Lintel	E. Kickplate	I. Ornamentation
B. Support Walls/Piers	F. Storefront Column	J. Cornice
C. Display Window	G. Entrance Area	K. Sign
D. Transom	H. Windows	L. Awning

ARCHITECTURAL COMPONENTS: STOREFRONT

The storefront is the front side of a store facing the street and is framed by the following components:

A. Lintel:

A horizontal structural element (usually a steel beam covered by masonry) which spans the storefront opening and supports the upper portion of the facade wall above it. The lintel also defines the upper boundary of the storefront.

B. Support Wall or Pier:

Large vertical masses (usually masonry) on either side of the storefront opening which support the lintel and define the right and left boundaries. In large buildings support walls (piers) define bays which may contain individual storefronts and/or display windows.

Within the storefront frame is a transparent opening (storefront opening) containing the following components:

C. Display Window:

Large areas of glass within the storefront opening. The display window is used to show merchandise and provide a means of interaction between the public outside and the business inside.

D. Transom:

Glass panels above a horizontal frame member (transom bar) atop the display window. It is used to allow greater light penetration into the store interior. The transom began to disappear from the storefront in the 1920s because of the lowering of the ceiling heights.

E. Kickplate:

The solid panels (usually wood) below the display window. The kickplate provides a base support for the display window frame. Growth of the display window diminished the size of the kickplate

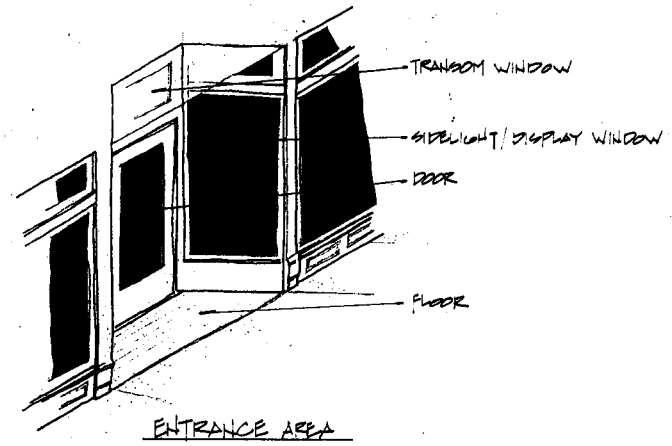
F. Storefront Columns:

Slender vertical elements (usually cast-iron columns) within the storefront opening which help support the lintel. Over the years as the size of the display window increased, the storefront column was removed.

G. Entrance Area:

The point of entry into the building. Traditionally the door of the entrance area was recessed to provide additional window display, protect the pedestrian from the outward swing of the door, and the weather. The recess also acted as a psychological magnet for the store.

The entrance area is made up of the following components: the door; the transom window above the door which was usually operable and provided the store interior with natural ventilation; side lights or display windows which provided additional display; and the floor area before the door which was often ceramic tile set with the store owners intitials or logo.



ARCHITECTURAL COMPONENTS: UPPER PORTION OF THE FACADE

The wall above the storefront lintel. The upper portion of the facade is typically composed of a solid wall containing:

H. Windows:

An opening in an exterior wall of a building which admits light and (usually) air into the interior. Rows of windows typically define the number and location of the floors in a multi-story building.

I. Ornamentation:

Decorative objects which are used to increase the beauty of the facade. Ornamentation may consist of elaborate stonework, brickwork, metalwork, or any other material applied to the structure to distinguish it from others. It can take the form of window hoods or caps, urns, panels, brackets, columns, etc.

It should be noted that as taste changed over the years, the amount and style of ornamentation also changed. Buildings constructed up to the 1930s contained much ornamentation, while the buildings built since have eliminated much of these decorative objects.

J. Cornice:

An ornate horizontal projecting band that caps an architectural composition. The cornice is the single most important ornament found on the upper portion of the facade. Visually the cornice balances and finishes the facade. Like other ornaments, the cornice can be made from various materials which can assume a variety of shapes and profiles.

K. Sign:

A lettered board or other display used to identify or advertise a place of business. The size, shape, and location of signs vary greatly. Signs are one of the most important components on the facade because it is the first perception of the business image.

L. Awning:

A roof-like cover extending over a window or a door. The purpose of the awning is to provide the pedestrian protection against the sun, rain, and wind. Awnings are usually made of canvas and are adjustable.

ARCHITECTURAL COMPONENTS

All of the components previously described may not be present on all of the buildings in Fountain Square. The number of components found on the facade depends on the time period in which the building was constructed and the degree of alteration. The following sketches from the booklet published by the National Trust for Historic Preservation entitled Main Street - Keeping Up Appearances shows briefly the evolution of architectural components within the building facade.

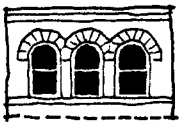
TYPICAL UPPER FACADES

Early to Mid 1800s

- SIMPLE CORNICE
- LINTELS OVER WINDOWS
- SMALL WINDOW PANES

Mid to Late 1800s

- BOLDLY DECORATED CORNICE
- WINDOW HOODS
- 2 OVER 2 WINDOWS



Late 1800s to Early 1900s

- CORBELLED BRICK CORNICE
- LARGE, ARCHED WINDOWS

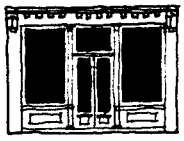
Early 1900s to 1930s

- SIMPLE BRICK CORNICE
- LARGE WINDOW OPENINGS WITH MULTIPLE UNITS

TYPICAL STOREFRONTS

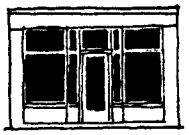
Early to Mid 1800s

- POST AND BEAM FRAME
- DIVIDED DISPLAY WINDOWS
- SIMPLE DECORATION



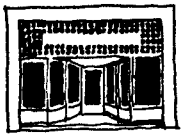
Mid to Late 1800s

- BOLDLY DECORATED CORNICE
- CAST IRON COLUMNS
- LARGE DISPLAY WINDOWS



Late 1800s to Early 1900s

- SIMPLE CORNICE
- TRANSOM WINDOWS
- RECESSED ENTRANCE



Early 1900s to 1930s

- METAL WINDOW FRAMES
- STRUCTURAL GLASS
- RECESSED ENTRANCE

The most common form of alteration is modification. Replacement of components with different materials and forms alters the appearance but not always the function. More often than not, the historic components have been covered with modern materials rather than eliminated. Once the modern material is removed the historic components may be clearly visible.

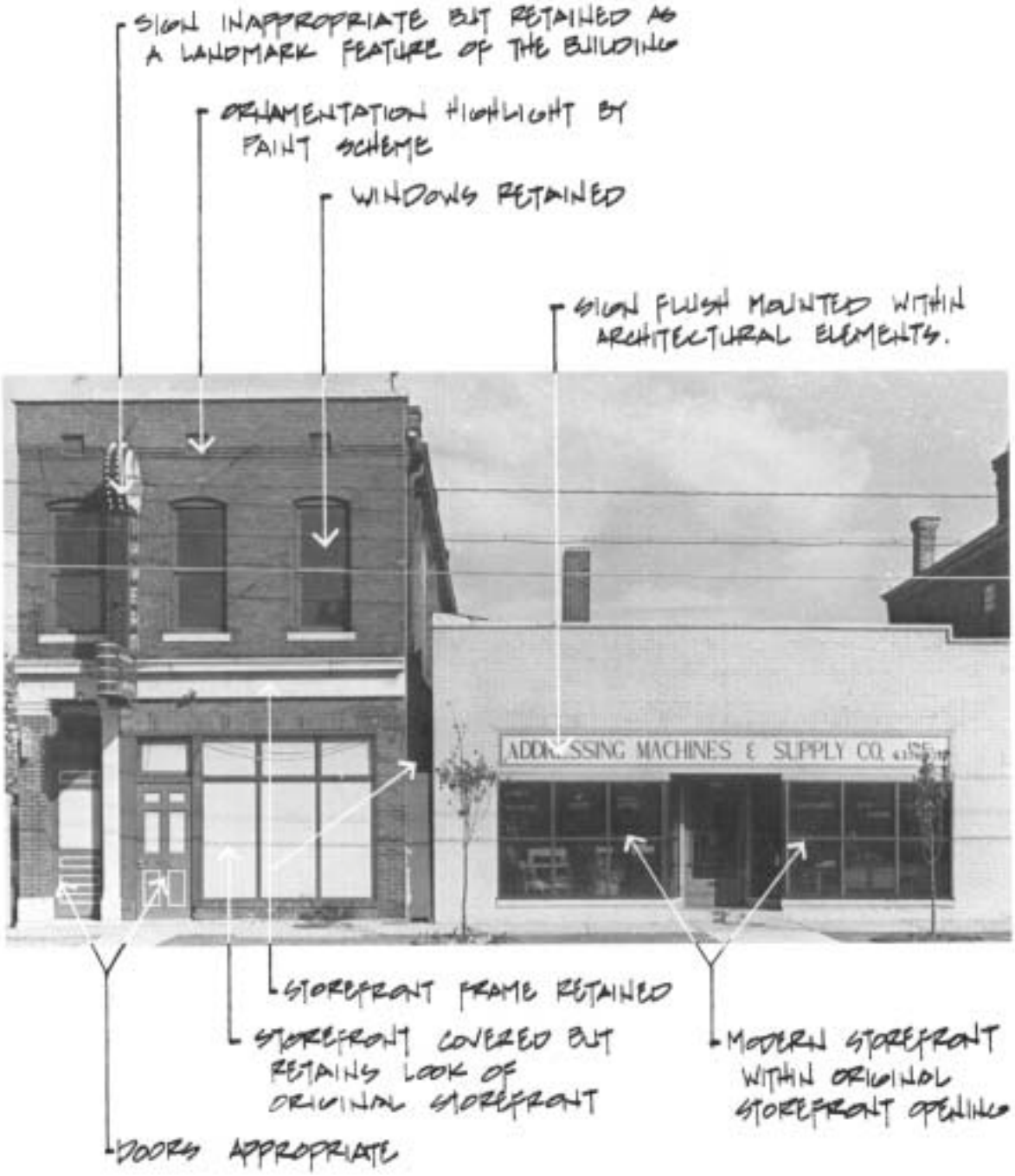
The next section will assist in identifying the components which comprise the facade, determining the historic significance of the building and components, assessing the amount of alterations, and selecting the renovation approach to be performed on the facade.

EVALUATION

The first step in a development project involving an existing building is an evaluation of the present conditions. The evaluation helps to identify original fabric, to reveal problem areas, and to determine the appropriate action to take on various portions of the building. Evaluation is an on-going process for the reason that the work being performed on the building may expose additional evidence of the original appearance and uncover other problem areas missed.

The following list of questions is a guideline to help organize the evaluation of a building and was used to produce the preliminary evaluation of 936 and 940 Virginia Avenue illustrated on the following page.

EVALUATION


SIGN INAPPROPRIATE BUT RETAINED AS A LANDMARK FEATURE OF THE BUILDING
ORNAMENTATION HIGHLIGHT BY PAINT SCHEME
WINDOWS RETAINED
SIGN FLUSH MOUNTED WITHIN ARCHITECTURAL ELEMENTS.
ADDRESSING MACHINES & SUPPLY CO.
STOREFRONT FRAME RETAINED
STOREFRONT COVERED BUT RETAINS LOOK OF ORIGINAL STOREFRONT
MODERN STOREFRONT WITHIN ORIGINAL STOREFRONT OPENING
DOORS APPROPRIATE

EVALUATION: STOREFRONT

A. Lintel:

*Does the lintel have any decorations on it that are covered? Removed? If exposed can they add interest to the building and/or street?
*Does the lintel define the upper boundary of the storefront?
*Is the lintel adequately supporting the facade wall above it? i.e., is the lintel sagging? Cracking?
*Has maintenance been neglected?
*What elements need repair?

B. Support Walls or Piers:

*Do the support walls or piers have any decorations that are covered? Removed? If exposed can they add interest to the building and/or street?
*Do the support walls or piers define the side boundaries of the storefront?
*Has maintenance been neglected?
*What elements need repair?

C. Display Window:

*Does the window stress the display?
*How do the pedestrians relate to the window? Display?
*Does the window have a sign on it?
*Does the sign work with the window? Display?
*Is there a balance between the sign and the window?
*Has the original window size been covered? Enlarged? Reduced?
*Has maintenance been neglected?
*What elements need repair?

D. Transom:

*Has the transom been covered? Removed?
*If the transom is exposed could it add interest to the building and/or street?
*Has maintenance been neglected?
*What elements need repair?

E. Kickplate:

*How does the kickplate relate to the display window? To the rest of the storefront?
*How much has the kickplate been changed?
*Does the kickplate have any decoration that could be exposed and add interest to the building and/or street?
*Has maintenance been neglected?
*What elements need repair?

F. Storefront Column:

*Has the column been covered? Removed?
*Does the column have any details that are covered? Removed? If exposed could they add interest to the building and/or street?
*Has maintenance been neglected?
*What elements need repair?

EVALUATION: STOREFRONT

G. Entrance Area:

*Has the original entrance area been covered? Enlarged? Reduced?
*How does the entrance area relate to the pedestrians? Storefront? Signs?
*Does the entrance area have any decorations or elements covered? Removed? If exposed could they add interest to the building and/or street? i.e., door transom? Floor? Door?
*Has maintenance been neglected?
*What elements need repair?

General:

*Are the historic features visible? Shown to their best advantage?
*How does the storefront relate to the rest of the facade? To other storefronts? Does it read as one? Is there visual continuity with the block?
*Has maintenance been neglected?
*What elements need repair?

EVALUATION: UPPER PORTION OF THE FACADE

H. Windows:

*Have the windows been covered? Enlarged? Reduced?
*Is the original character still present?
*If the windows are exposed could they add interest to the building and/or street?
*Has maintenance been neglected?
*What elements need repair?

I. Ornamentation:

*Does the upper portion of the facade have any decorative objects (ornament i.e.: window hoods, arches, lintels, sills, etc.) that are covered? Removed? Are they shown to their best advantage? Could they add interest to the building and/or street?
*Has maintenance been neglected?
*What elements need repair?

J. Cornice:

*Has the cornice been covered? Removed?
*Has any ornament on the cornice been covered? Removed?
*Is there any trace of the original mounting of the cornice? Of the ornament?
*Has maintenance been neglected?
*What elements need repair?

General:

*Are the historic features visible? Shown to their best advantage?
*How does the upper portion of the facade relate to the storefront? To the surrounding facades? Does it read as one? Is there visual continuity with the block?
*Has maintenance been neglected?
*What elements need repair?

K. Sign:

*Does the sign reflect the business?
*Is the sign coordinated with the rest of the facade?
*Does the sign cover any historically significant elements? Ornaments?
*Is the sign contained within the building facade?
*Does the sign clutter up the visual perception of the facade? The block?
*Does the sign's scale relate to the building scale? Block scale?
*Is there a visual continuity between the building sign and other signs on the block? Can there be?
*Has maintenance been neglected?
*What elements need repair?

L. Awning:

*Is the awning coordinated with the rest of the facade? Sign? Other awnings on the block?
*How does the awning relate to the surrounding awnings?
*Does the awning cover any historically significant elements? Ornaments?
*Is the awning contained within the storefront opening?
*Does the awning clutter up the visual perception of the facade?
*Does the awning material and style relate to the building facade?
*Has maintenance been neglected?
*What elements need repair?

EVALUATION

Once the preliminary evaluation is completed, the information gathered should be analyzed to see how it corresponds to one of the renovation approaches discussed in The Secretary of the Interior's Standards for Historic Preservation Projects (see Appendix IV). (Stabilization — prevent further decay; preservation — preserve as it; rehabilitation — keep the historic character while adapting the building to a new use; restoration — take it back to a specific period.)

Primarily, a renovation approach is dependent upon how much of the original fabric and ornamentation is present, the present condition of the building, the present and future activity of the building, and the budget of the project. i.e.: the evaluation reveals that all of the historic components are present, the activities are compatible, and there is an adequate budget; therefore, a restoration approach may be chosen.

The following sections are guidelines that show a wide range of design concepts and methods that can be used within the renovation approach selected, to insure future construction will be compatible with the historic character of Fountain Square.

RENOVATION GUIDELINES

The purpose of these guidelines is to present design alternatives and approaches which produce solutions compatible with the historic character of Fountain Square. The guidelines are not meant to restrict creativity but to insure the district against unsympathetic designs.

Renovation of existing buildings in Fountain Square is important in order to preserve the historical significance of the buildings and the area for future generations. Copying historic details, which never existed, is an inappropriate way to compatibility since they are often done incorrectly and placed out of context. Imitation often confuses the original fabric with the new and diminishes the historic significance of the building and the area.

These guidelines will deal specifically with existing buildings and elements and will assist in recognizing the characteristics that will achieve compatibility between the new and existing fabric in Fountain Square.

RENOVATION GUIDELINES: STOREFRONTS

*Maintain the original proportions, dimensions, and elements, when renovating or reconstructing a storefront.

*Avoid using "strip commercial" elements since they do not relate to the historic elements in the area.

*Avoid setting the storefront back from the sidewalk and disrupting the visual order of the block.

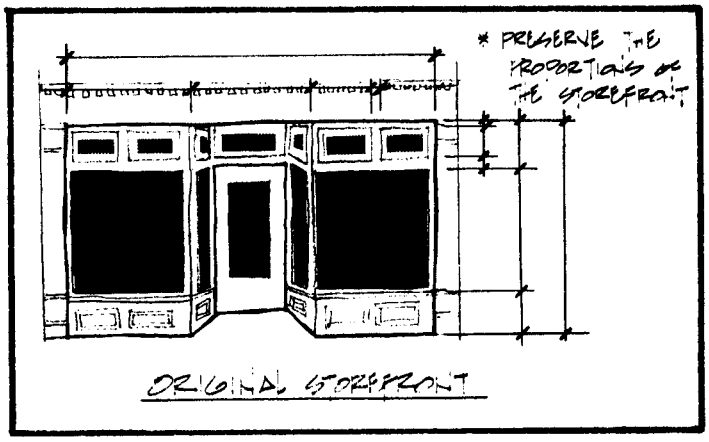
*Contain the storefront within the frame defined by the lintel and the support walls or piers.

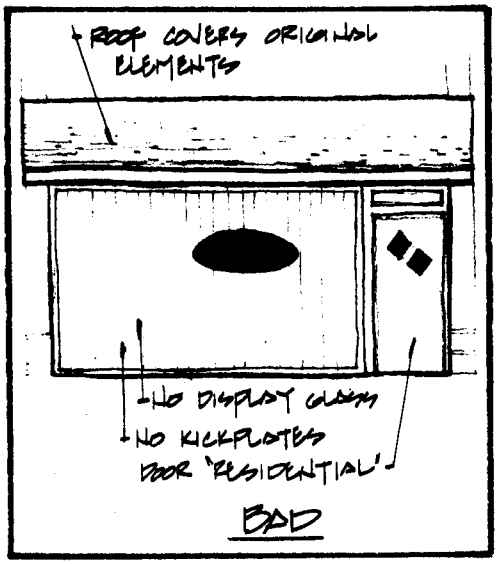
*Retain the original proportions for new storefront elements.

*Consider uncovering the lintel and the support wall or piers if covered, to reestablish the storefront frame and the definition of the storefront opening.

*Incorporate the traditional elements in modern storefronts — display windows, transom, and kickplate.

*If evidence does not exist of the original storefront, a modern approach is advised.



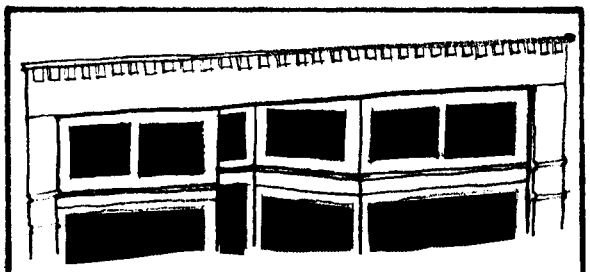


RENOVATION GUIDELINES: TRANSOMS

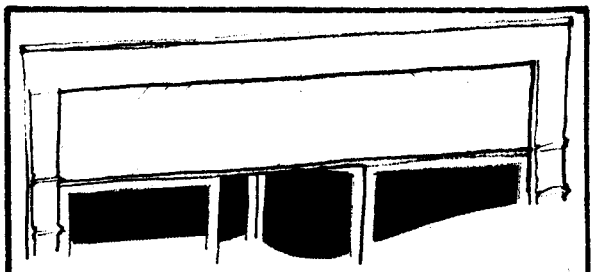
*Retain or restore the glass transom panels if the ceiling height permits.

*Consider using a decorative panel or a sign band within the transom frame if the ceiling height is too low. Another alternative is to recess the ceiling at the storefront.

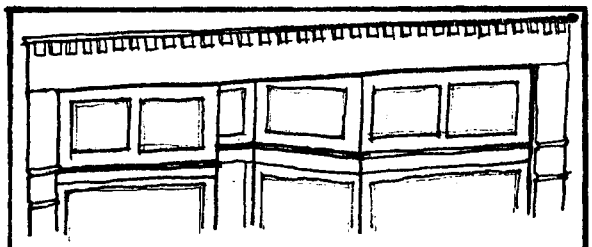
*By restoring the transom, the original storefront proportions and balance will return.



* RETAIN GLASS IF CEILING HEIGHTS ALLOW

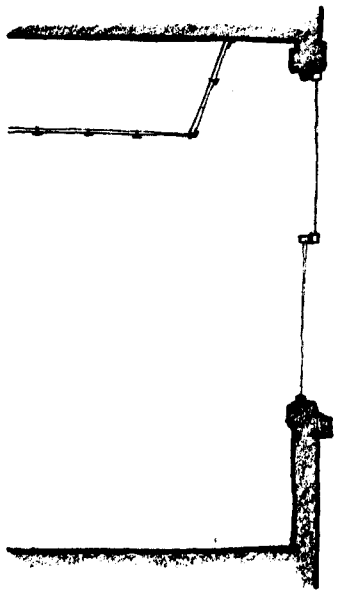


* AVOID CLOSING TRANSOMS WITH MATERIALS THAT ARE FOREIGN TO THE AREA



* CONSIDER USING SIMPLE OR DECORATIVE PANELS AS INFILL FOR GLASS.

* IF THE CEILING HEIGHT DOES NOT ALLOW WINDOWS, CONSIDER RETAINING TRANSOM AND USE FOR SIGNAGE.



* IF LOWERING CEILINGS CREATE BULKHEAD AT WINDOWS

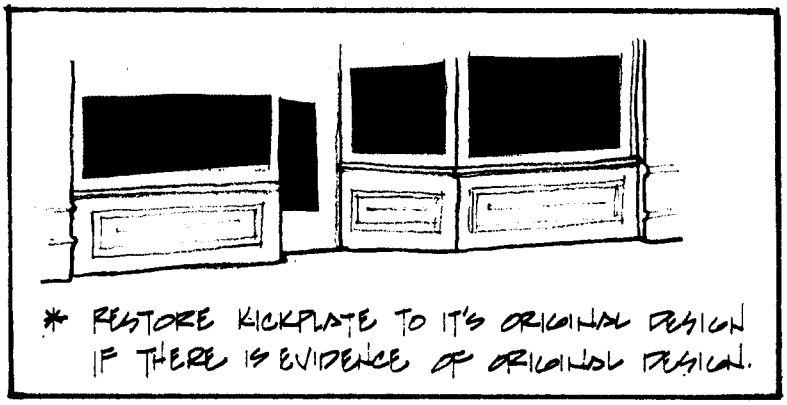
RENOVATION GUIDELINES: KICKPLATES

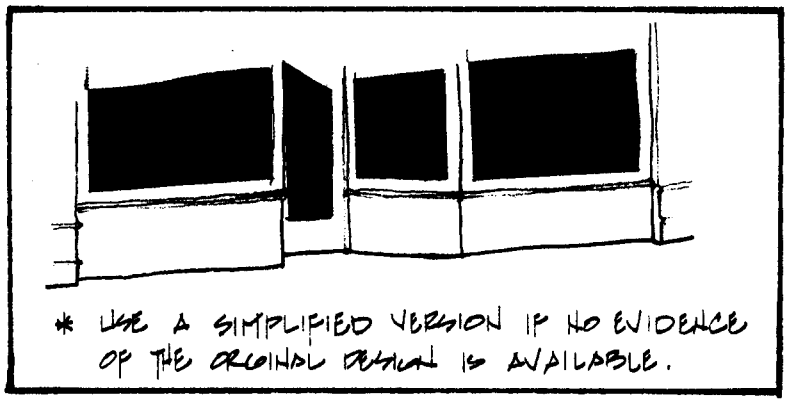
*Retain or restore the kickplate so the original proportions of storefront remain.

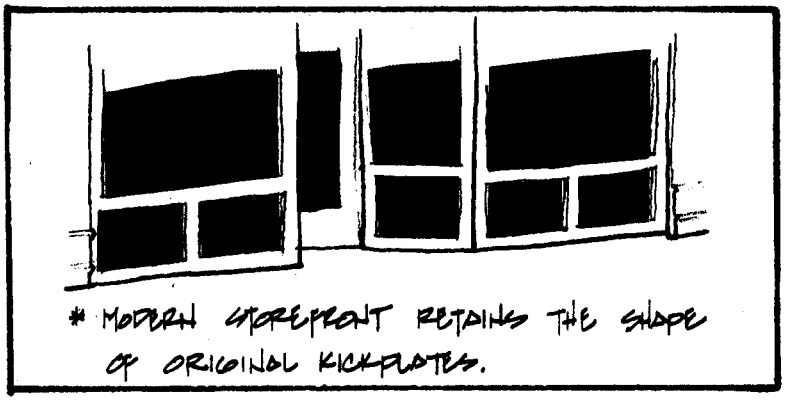
*Restore to the original style if evidence is available.

*Use a simplified version if evidence is not available.

*Check building codes for type of glass allowed near the ground.







RENOVATION GUIDELINES: ENTRANCE AREA

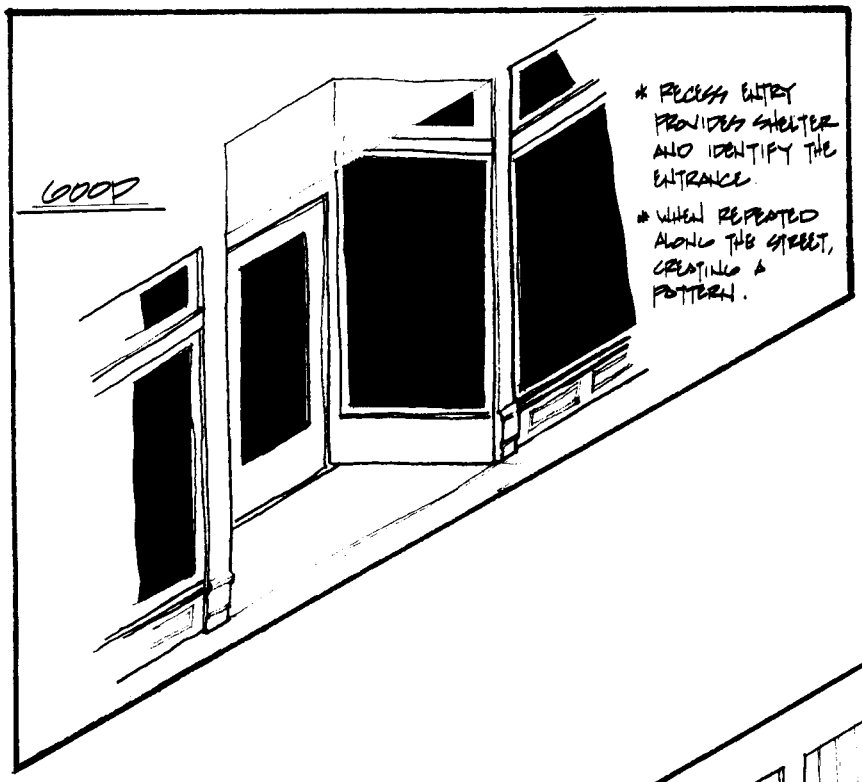
*Retain the original entrance.

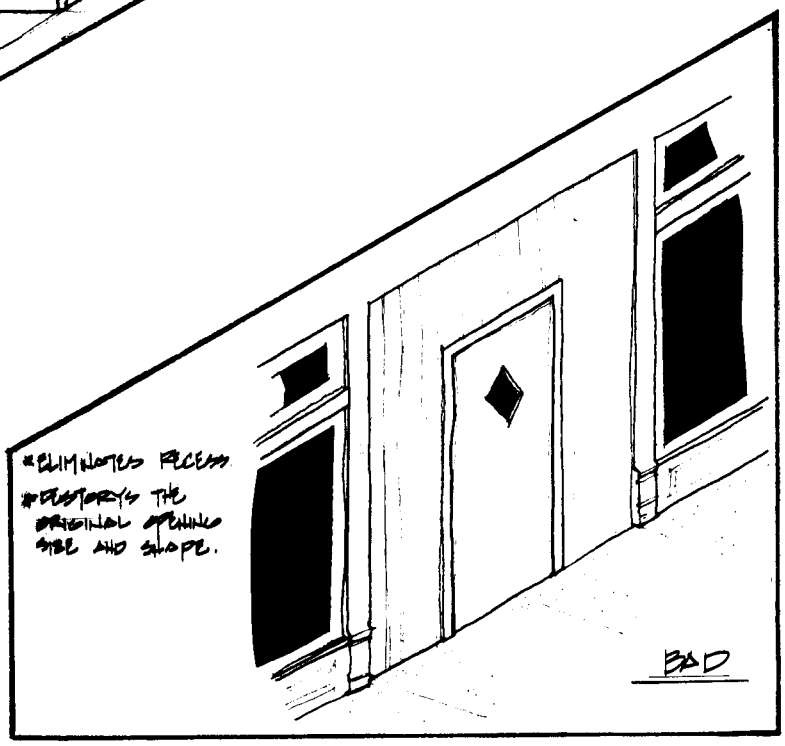
*Restore the recessed entry in order to provide shelter, importance, and visual order.

*Retain the size of the original door opening.

*Explore the possibility of uncovering the original tile floor, if it exists, to expose the historic design.

*Explore the possibility of relocating the air conditioning unit above the door. Removal will restore the door transom, reestablish the visual order, and eliminate the problem of water dripping on the pedestrians.



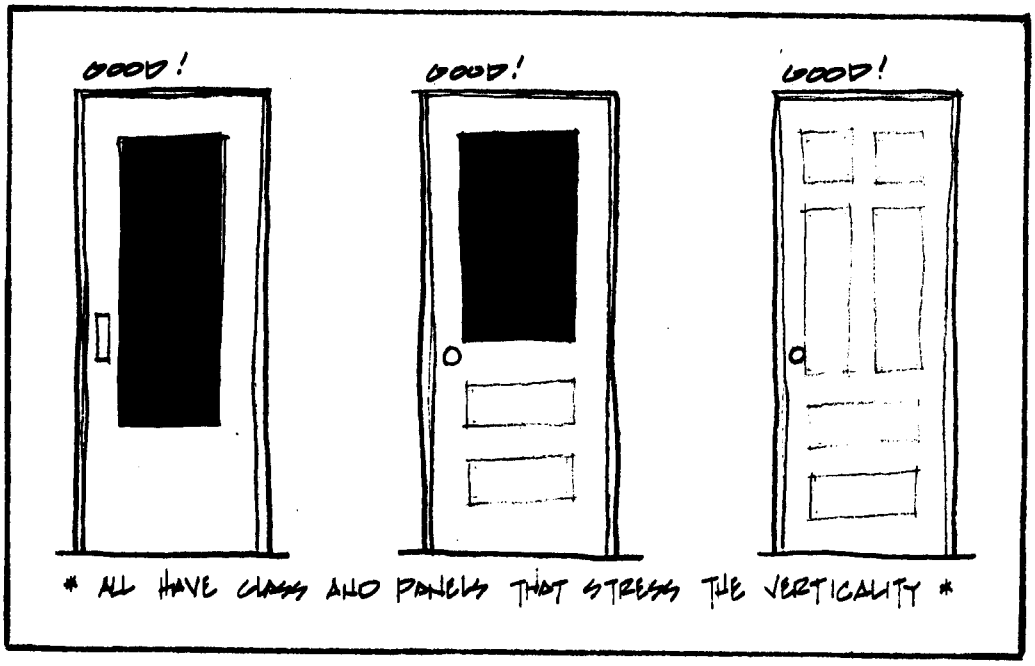


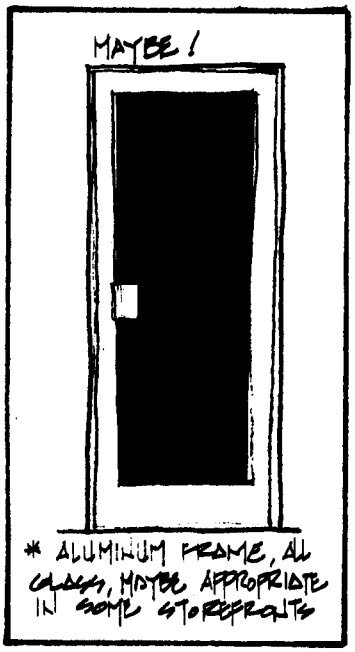
RENOVATION GUIDELINES: DOORS

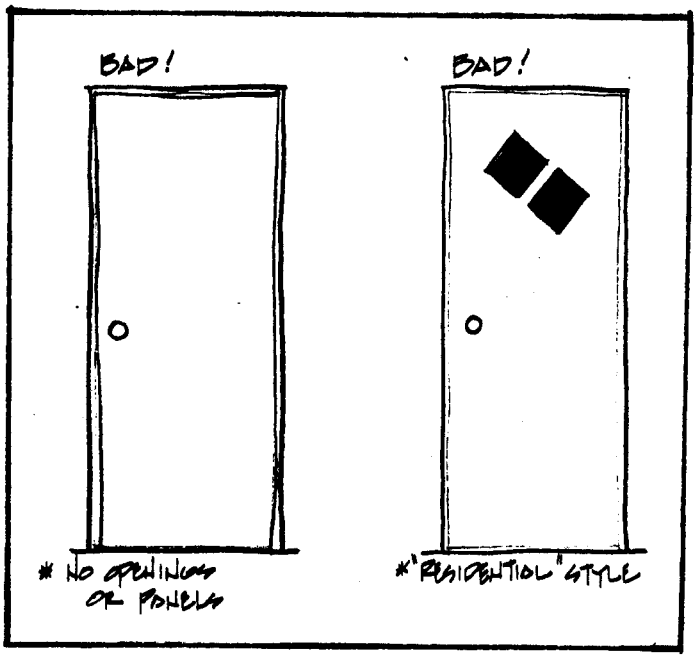
*Use doors with panels or windows which have vertical proportions.

*Doors with aluminum frames and glass panels may be appropriate in some cases.

*Avoid residential style doors.







RENOVATION GUIDELINES: WINDOWS

*Retain the original windows where possible. In most cases it is less expensive to repair the original fabric than total replacement, however, if total replacement is necessary, similar material must be used. The original size, shape, design, and pattern created by the windows must be retained. The shape of the window (usually twice as high as wide) reinforces the verticality of the frame. The windows help define the horizontal rhythm of the block and are an important element in coordinating the lower and upper portions of the facade.

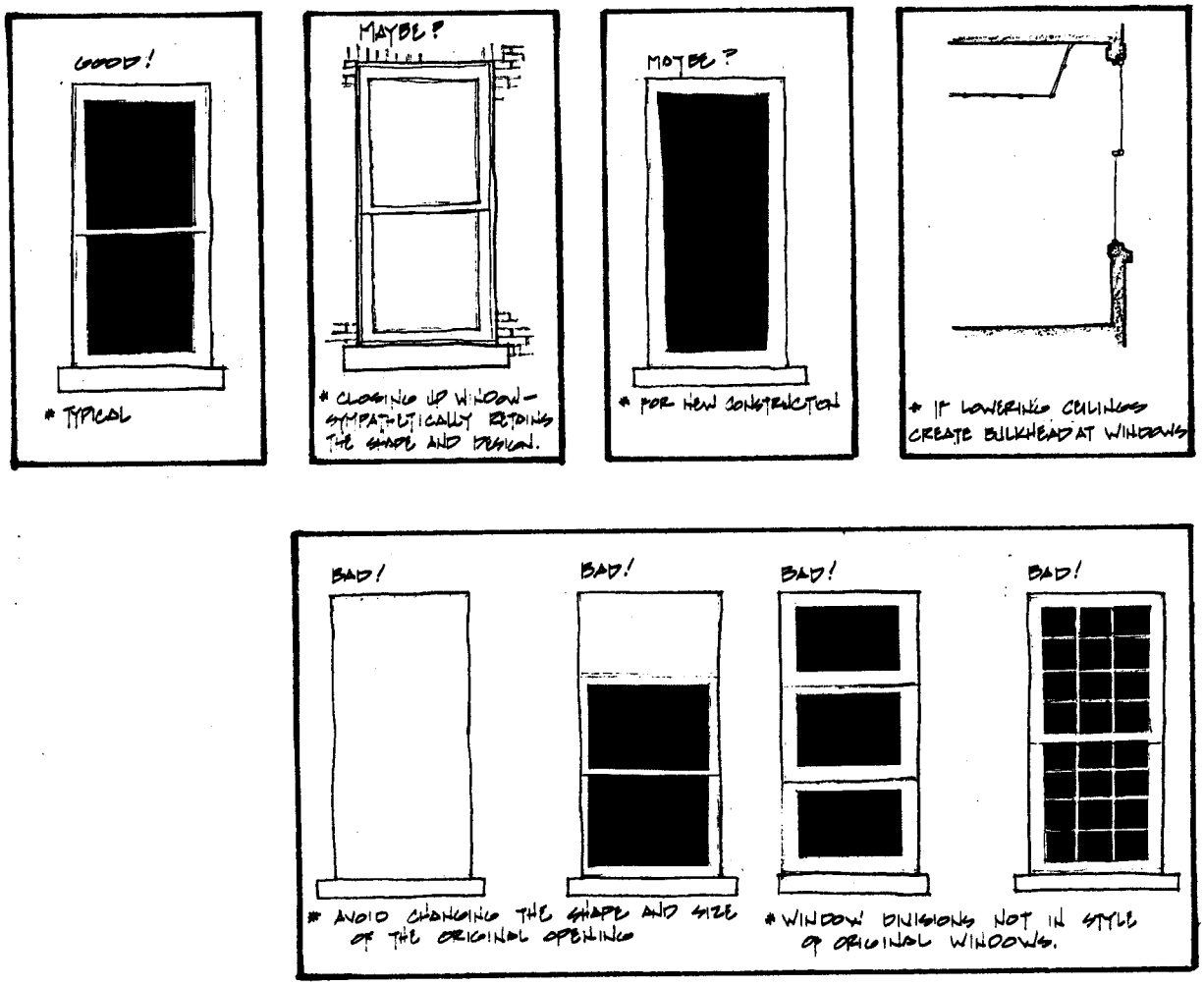
*Avoid replacing existing windows with smaller ones.

*Consider pulling the lowered ceiling back from the window so the original size and shape can be preserved, if the existing windows are closed down to accommodate a lower ceiling inside.

*Choose storm windows that do not change the size, shape, design, and pattern created by the original windows. Interior storm windows are an excellent way of achieving this.

*Choose paintable frames for storm and replacement frames.

*Consider pulling the lowered ceiling back from the window so the original size and shape can be preserved, if the existing windows are closed down to accommodate a lower ceiling inside.



RENOVATION GUIDELINES: ORNAMENTATION

*Do not fabricate a history that does not exist by using ornamentation that is foreign to the building or the block and has no evidence of having existed.

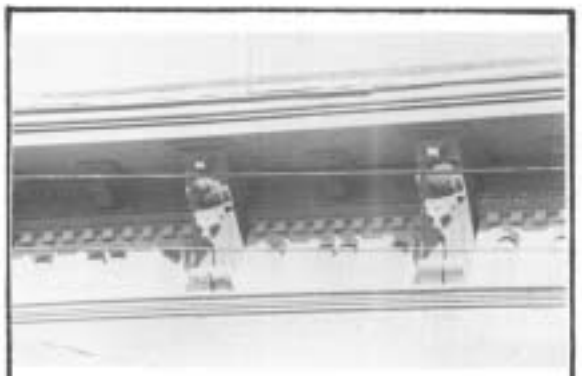
*Restore the original cornice if evidence is available, otherwise design a simplified version. The cornice will establish a visual order on the block and will cap and balance the facade.

*Preserve the original ornamentation. This will add interest to the street and to the facade. Many of the ornaments have not been removed but covered over and will require little work to reinstate them.

*Replace ornamentation if evidence exists and if feasible. If portions of ornaments are present, then copies can be made. Old photographs are another source from which copies can be made. Use simplified details to restore the original character and visual order if no evidence or records exist.

*Do not cover up original fabric.

*Use new materials that have the same characteristics as the original.



CORNICE BRACKET

NAMEPLATE

WINDOW HOODS

DECORATIVE DETAILS

RENOVATION GUIDELINES: PAINTING/CLEANING

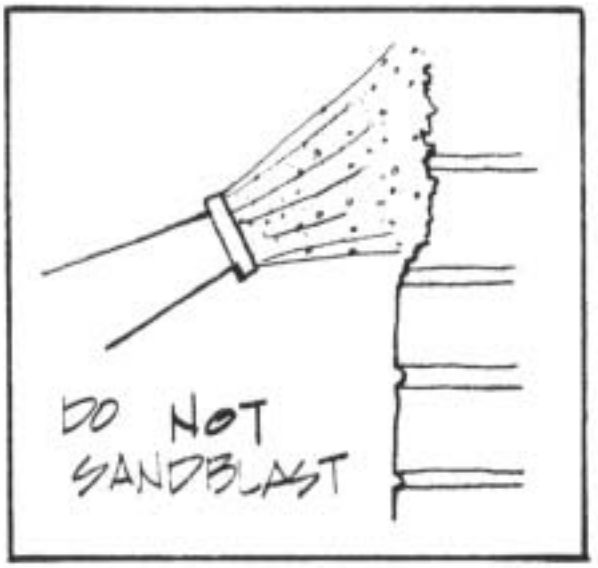
*Leave the brick unpainted unless it has been painted, in which case it may advisable to repaint the brick. Removal of paint is very difficult and can be harmful to the facade surface.

*Use a color scheme that will coordinate the whole building facade and be consistent with surrounding buildings.

*Consider using muted colors in the background and strong colors as accents.

*Usually three (3) colors are recommended to paint the facade — a base color, a trim color, and an accent color.

*Do not sandblast or use strong chemical cleaners to clean the facade. Sandblasting will destroy the protective glaze on the brick and will remove the mortar from the joints. Strong chemical cleaners have similar effects. A gentle scrubbing with plain water and a mild detergent will work most of the time. Contact the IHPC for assistance.



RENOVATION GUIDELINES: SIGNS

*Signage is one of the most important features of a commercial facade because it is the first perception of the business within. Extreme care should be taken to insure the facade's readability, so signs should be simple and placed where they are visible.

*A way to promote visual order on the block, avoid visual cluster, and enhance readability, is to align signs with those of neighboring buildings.

*Signs should be in scale with the building and block proportions. They should not overpower the facade or cover any significant architectural components.

*Symbols as signs may add interest to the street and are easy to remember.

*Signs should relate in color and material with the facade and the street in order to improve readability, reduce visual clutter, and promote visual order.

*Signs should be positioned to emphasize ornamentation and building elements.

*Good locations for signs are: flush on the building, on the transom windows, on display windows, or on awnings.

*Where several businesses are in one building, a single directory containing the businesses names is advised.

*Unrelated signs should be removed unless they have historic significance.

*Neon signs should be located inside the building.

*Signs should be illuminated indirectly to prevent glare and to maintain the continuity of the facade.

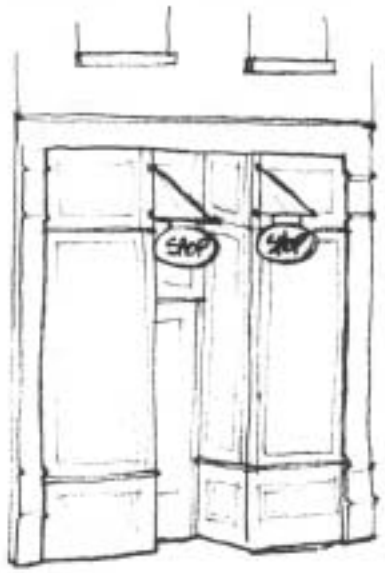
*Signs should relate to pedestrians as well as to the automobile traffic.

*Projecting signs should be located at the storefront level and should not cover any significant ornamentation.

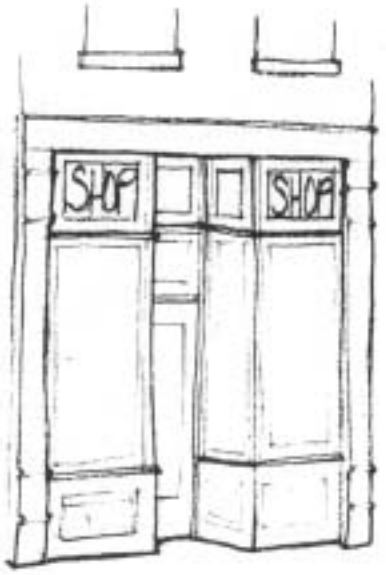
*Billboards are not advised since they disrupt visual order and contribute to the visual clutter of the neighborhood.

GOOD!
FLUSH SIGN LOCATED WITHIN ELEMENTS.

SIGN OUT OF SCALE WITH BUILDING



* SIGNS MAYBE LOCATED ON PANELS OR ON GLASS IN TRANSOM.



* PROJECTING SIGNS SHOULD BE LOCATED WITHIN FACADE AND SHOULD AVOID COVERING ANY DETAILS

* SIGNS MAYBE MOUNTED FLUSH TO THE BUILDING WITHOUT COVERING ANY DETAILS

* SIGNS MAYBE PLACED ON AWNINGS - GOOD LOCATION FOR AUTOMOBILE VISIBILITY
* SIGNS MAYBE PLACED IN DISPLAY WINDOWS - GOOD FOR PEDESTRIAN VISIBILITY

RENOVATION GUIDELINES: AWINGS

*Awning colors should reinforce the facade and sign color scheme.

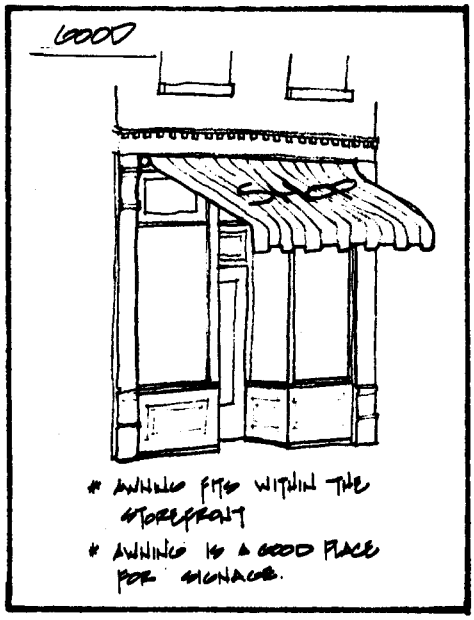
*Awnings should reflect the storefront proportions.

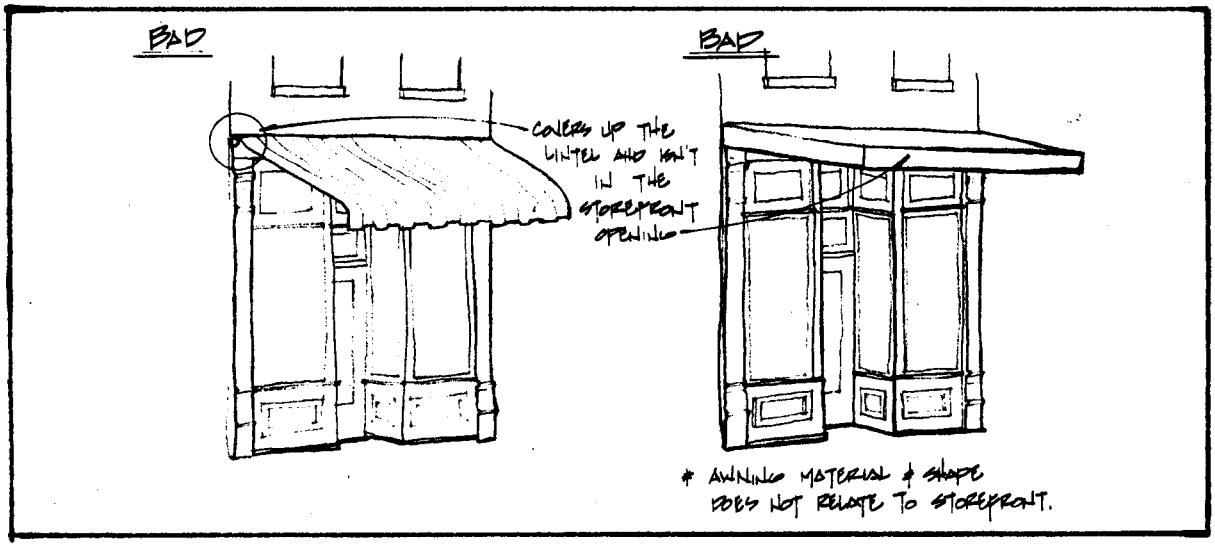
*Awnings should align with those of neighboring buildings to promote visual order.

*Awnings should avoid covering significant architectural features.

*Awning shapes and materials should relate to the facade configuration.

*Metal frames with canvas awnings are encouraged.





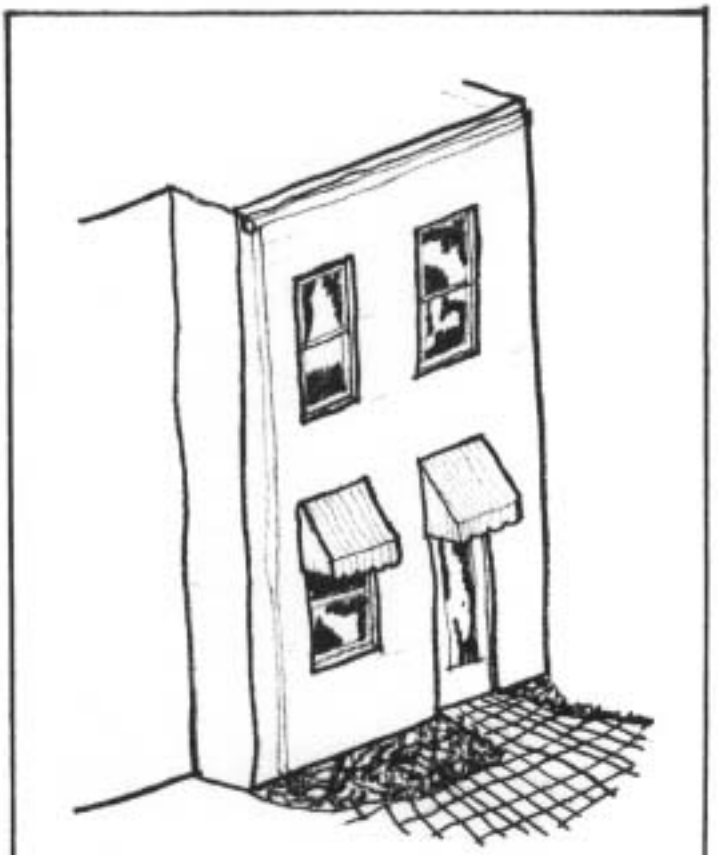
RENOVATION GUIDELINES: ALLEYS

*Rear facades may offer great potential for secondary entrances and display windows; however, the existing door and window openings should retain their original size and shape.

*Rear entrances can be enhanced with signs, awnings, and landscaping features.

*Trash bins should be adequately screened and well kept.

SCREEN TRASH



POSSIBLE REAR ENTRY IMPROVEMENTS

RENOVATION GUIDELINES: SIDEWALLS

*Sidewalls may offer opportunties to use color and graphics, but should not be used for billboards.

*Ornate sidewalls should be preserved in the same manner as the building's front facade.

*The original character of the sidewall should be respected; however, some degree of flexibility may be allowed in development.

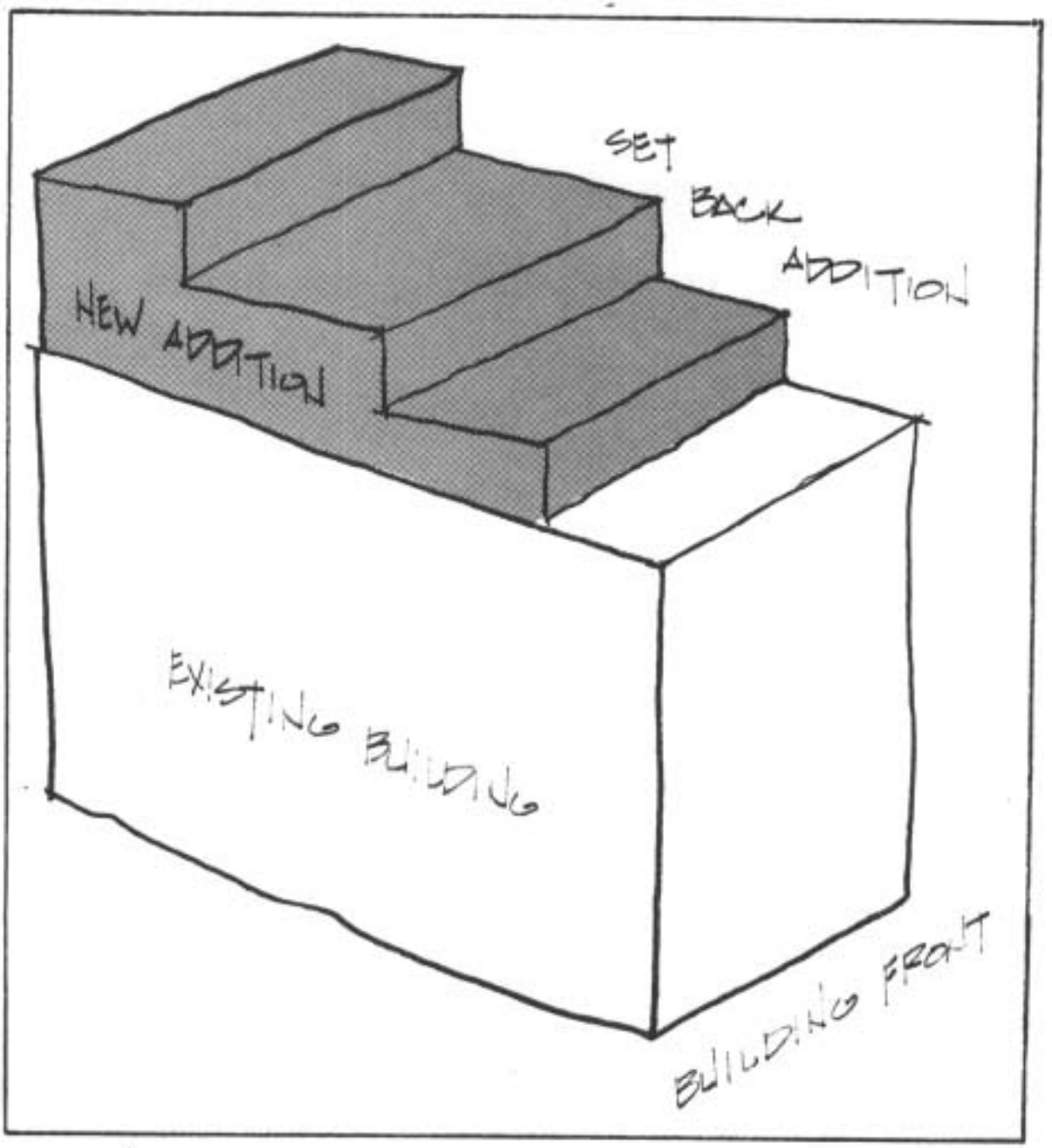
SIDEWALL

RENOVATION GUIDELINES: ADDITIONS

*Vertical additions to buildings must not exceed the height limit set forth by the Zoning regulations which is 35 feet.

*If an addition is feasible, it should be set back from the street so it will not alter the original scale of the building facade, and so that it will be compatible with the surrounding buildings.

*Horizontal additions will be considered to be new buildings and should follow new construction guidelines.



RENOVATION GUIDELINES: SECURITY

*Avoid using permanently fixed bars on storefront windows.

*Use security devices that will not detract from the character of the building and surrounding area.

*Use lighting and alarm systems as security devices because they will not detract from the building facade.

SECURITY DEVICES SHOULD NOT OBSCURE STOREFRONT

SECURITY DEVICE OBSCURES ORIGINAL DOOR.

NEW CONSTRUCTION GUIDELINES

The purpose of these guidelines is to present design alternatives and approaches which will produce solutions which are in harmony with the historic character of Fountain Square. The guidelines are not meant to restrict creativity but to insure the district against unsympathetic designs.

New construction should reflect the design trends and concepts of the period in which it is created. The new structures should be in harmony with the old and at the same time be distinguishable from the old so the evolution of Fountain Square can be interpreted correctly.

The following guidelines will assist in recognizing the characteristics that will bring harmony between new and existing construction in Fountain Square.

NEW CONSTRUCTION GUIDELINES: HEIGHT AND PROPORTIONS

*Do not exceed the maximum allowable height allowed by Zoning which is 35 feet.

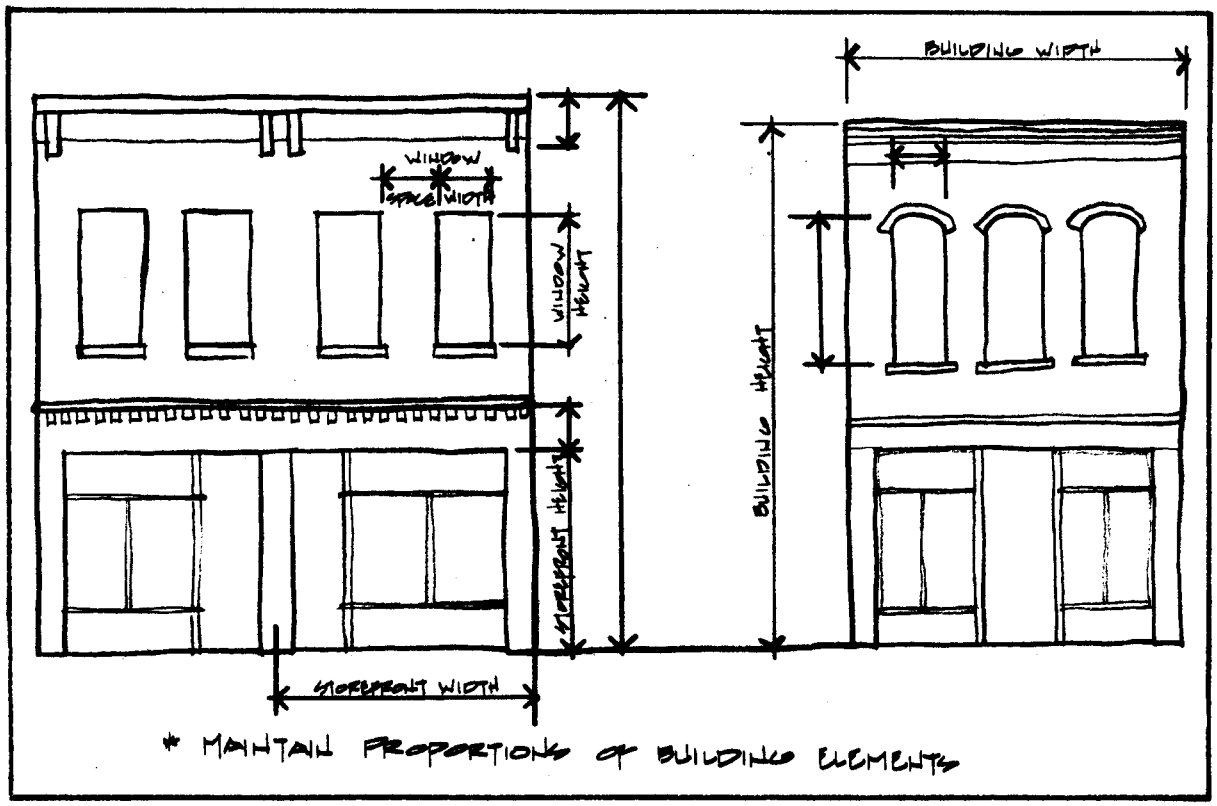
*Since there is a wide variety of building heights throughout Fountain Square, a degree of flexibility will be considered. Buildings in Fountain Square are mainly one and two story structures with the taller buildings at the corners. New building heights should relate to the surrounding buildings. The taller buildings should occur at the corners.

*Maintain the widths established by the existing buildings.

*Maintain the window patterns of the upper portions of the existing building facades.

*Maintain the existing storefront proportions.

*Maintain the relationship of the upper floor to the storefront.



NEW CONSTRUCTION GUIDELINES: ALIGNMENT

*Align building heights with surrounding buildings.

*Align storefront opening heights with those of surrounding buildings.

*Align the storefront elements — transoms, display windows, and kickplates — with those of surrounding buildings.

*Align new signs and awnings with those of surrounding buildings.

*Align new building setback with those of surrounding buildings.

*Align the upper facade windows with those of surrounding buildings.

*Alignment is important to achieve visual order. Where there is a wide variety of height relationships, there will be flexibility among alignment.

NEW CONSTRUCTION GUIDELINES: FACADE COMPONENTS

*Use typical facade components in new designs: storefront framing, storefront components, upper portion of the facade components, signage, awnings.

*Use typical storefront components in new design: kickplate, transom, display windows, entrance area.

*Use materials similar to the existing fabric found: mainly brick, limestone, terra-cotta.

*Use new materials which are similar in texture and color to the existing materials.

*Use colors that are compatible to historic colors and to existing schemes in the area.

NEW CONSTRUCTION GUIDELINES

EXAMPLE OF ACCEPTABLE NEW CONSTRUCTION
PHOTOGRAPHY COURTESY: DOWNING AND LEDCH ASSOCIATES

PEDESTRIAN AMENITIES GUIDELINES

As revitalization continues in Fountain Square, a greater need will develop for pedestrian amenities such as benches, kiosks, bus shelters, trash cans, lighting, and parking. Fountain Square already has one great amenity — the fountain.

These guidelines, as with the previous guidelines, are intended to insure Fountain Square against unsympathetic designs and promote a visual order.

PEDESTRIAN AMENITIES GUIDELINES: FURNITURE, PAVING MATERIALS, AND LANDSCAPING

*Choose materials for compatibility and minimum maintenance.

*Choose benches that are comfortable furniture and compatible with the neighborhood.

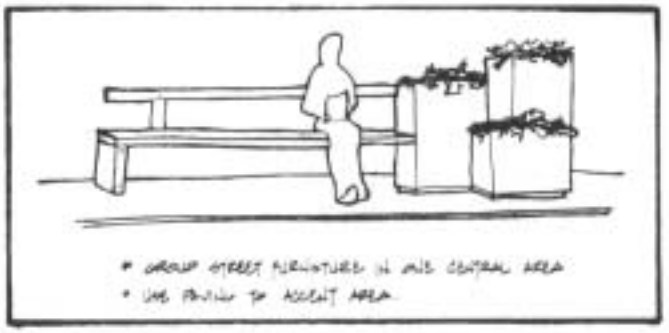
*Choose trash cans that are compatible with the other amenities selected and the surrounding neighborhood.

*Locate street furniture in high activity areas that are centrally located throughout Fountain Square.

*Use paving to accent the areas where the furniture is located.

*Follow the Fountain Square-Fletcher Place Investment Corporation document for landscaping, entitled "Recommendations for Landscaping Along Virginia Avenue" (see Appendix V).

*Choose bus shelters that are as transparent and unobtrusive as possible.



FOUNTAIN

BRICK TEXTURE

LANDSCAPING

PEDESTRIAN AMENITIES GUIDELINES: LIGHTING

*Choose lighting fixtures that are compatible with the inherent historic character.

*Avoid brushed aluminum fixtures similar to the ones used by IPL and DOT.

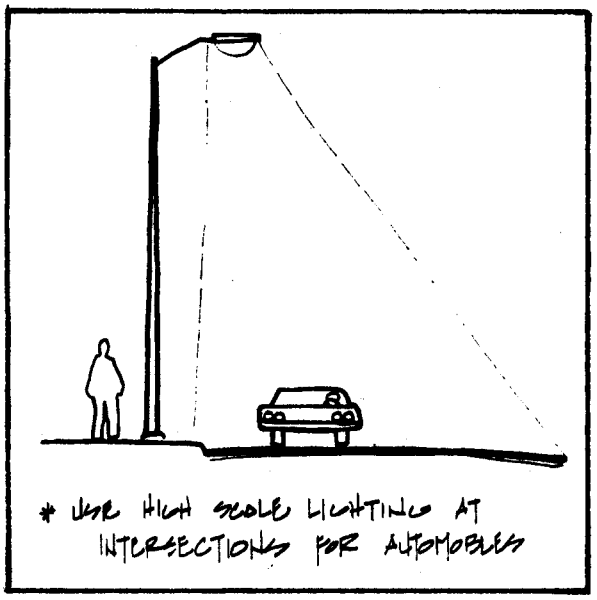
*Use lighting bollards in parking lots.

*Keep the intensity of parking lot lighting as low as possible to insure security and to prevent infiltration into surrounding properties.

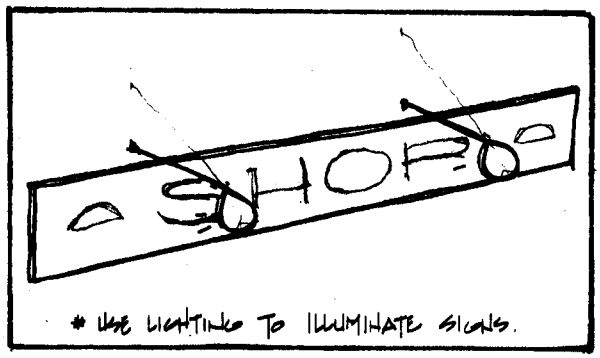
*Keep the street lights in the middle of a block to pedestrian scale, while lighting at the intersections should be at a higher scale.

*Make the quality of light consistent throughout the area.

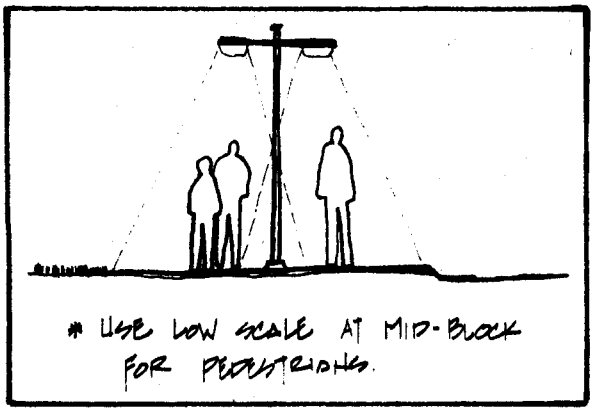
*Meet the DOT standards for lighting quality throughout the area.



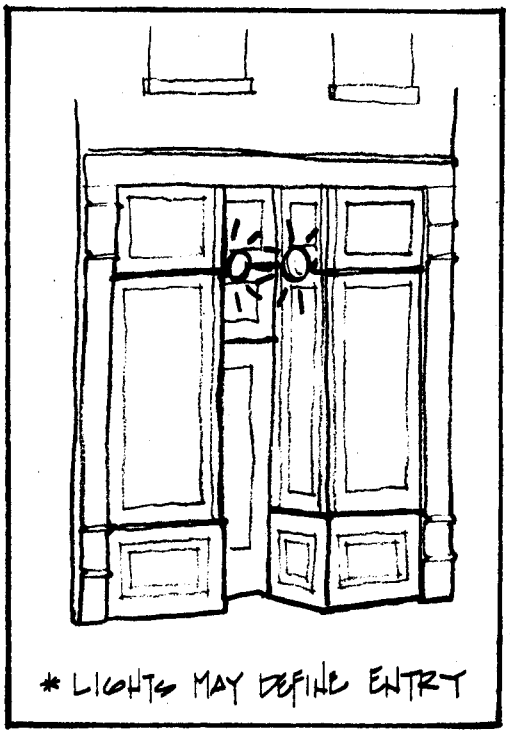
* USE HIGH SCALE LIGHTING AT INTERSECTIONS FOR AUTOMOBILES



* USE LIGHTING TO ILLUMINATE SIGNS.



* USE LOW SCALE AT MID-BLOCK FOR PEDESTRIANS.



* LIGHTS MAY DEFINE ENTRY

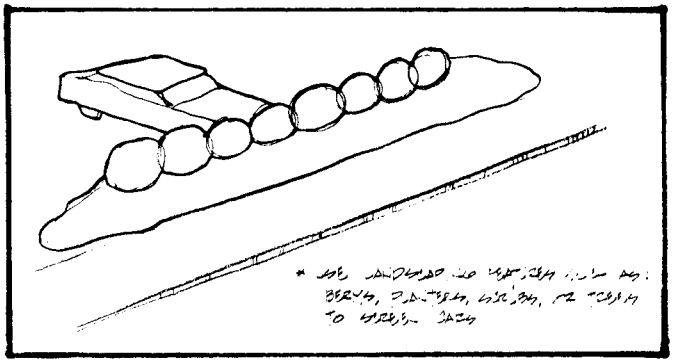
PEDESTRIAN AMENITIES GUIDELINES: PARKING LOTS AND USED CAR LOTS

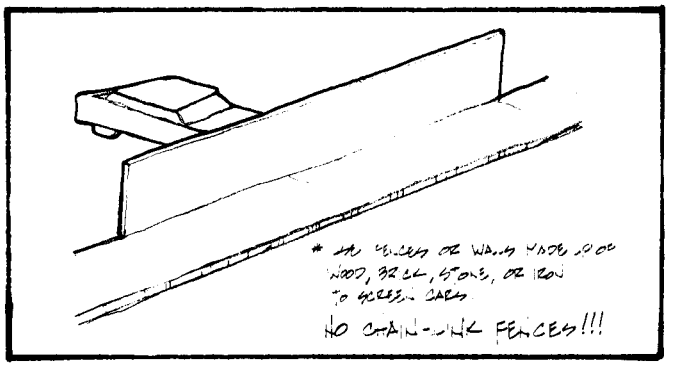
*Use landscaping, walls, or fences to buffer parking areas from the street.

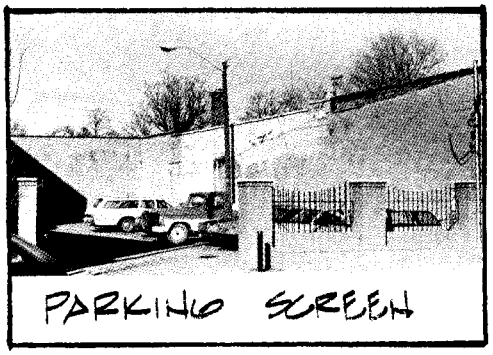
*Maintain the pedestrian orientation that is characteristic of Fountain Square when developing parking lots and structures.

*New parking structures should respect the building characteristics of the area and follow the guidelines on new construction.

*Follow the guidelines previously mentioned for the lighting of parking lots.







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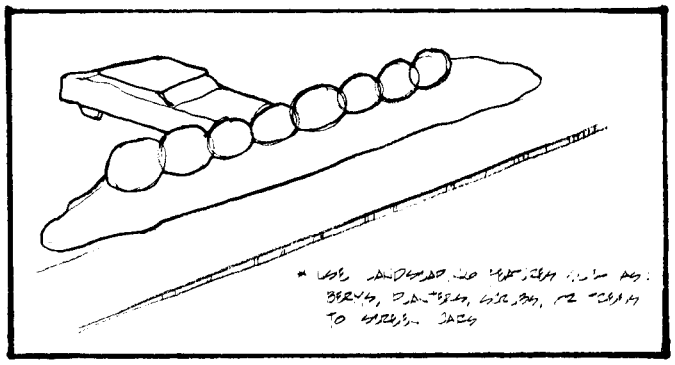
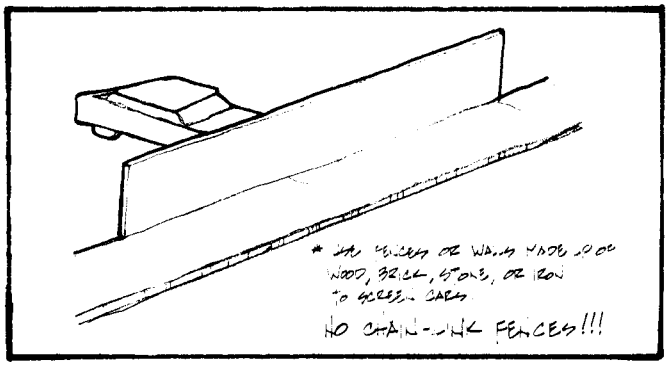




INTRODUCTION

Many of the procedures necessary to implement the planning recommendations already exist. Implementation can only be successful with the involvement of merchants, private lenders, private owners/investors and various community organizations and governmental agencies. The public and private sectors are capable of supporting complementary activities. Only by working cooperatively can the community's objectives be achieved. The Fountain Square Merchants Association, Inc., and the Fountain Square-Fletcher Place Investment Corporation have obtained the cooperation of many groups. The development of this plan is a major step toward greater involvement of the various governmental agencies.

It must be recognized that the funding capabilities of the involved agencies may not immediately support implementation of all strategies. However, when determining the scope of activities in Fountain Square, indivdual agencies should consider the planning recommendations. The ultimate responsibility for implementation lies with each agency which must study the feasibility of such recommendations and decide priorities according to their budget from year to year. The Merchants Association and the Fountain Square-Fletcher Place Investment Corporation should continue to lead efforts and to work closely with the Indianapolis Historic Preservation Commission, the various divisions of the Department of Metropolitan Development, the Southeast Multi-Service Center, the Indianapolis Regional Office of Historic Landmarks Foundation of Indiana, and other organizations to coordinate and plan annual goals and objectives.

IMPLEMENTING AGENCIES

The following is a list of agencies and organizations which can assist in implementing the recommendations put forth in this plan. All of the recommendations require an ongoing commitment from the public and the private sector.

Fountain Square-Fletcher Place Investment Corporation (FSFPIC)

Office: 1104 East Prospect
Indianapolis, Indiana 46203
Tel. 634-5079

A non-profit, neighborhood based, economic development corporation which is an outgrowth of the Fountain Square and Fletcher Place area residents' need to initiate the economic and physical revitalization of their neighborhoods. FSFPIC is currently funded through several sources including: The Community Development Block Grant Program, the Emergency Jobs Appropriation, the Lilly Endowment, HLFI-IRO (Kemper House, and private as well as corporate contributions.

FSFPIC currently administers the following programs in Fountain Square:

1. Commercial Facade Restoration Program.
2. Landscape and Open Space Development

3. Rental Housing Program.
4. Weatherization and Energy Conservation Program.
5. Housing Revolving Fund.
6. Planning, Architectural, and Development Services.

Fountain Square Merchants Association

Contact: Mr. Lannie Gerber
Sterling-Gerber Funeral Home, Inc.
1420 Prospect
Indianapolis, Indiana 46203
Tel. 632-6576

As association of area merchants dedicated to promoting Fountain Square to shoppers and potential investors. Their activities include advertisement and sponsorship of various local activities (i.e., sidewalk sales, Mardi Gras, carnivals) as well as the promotion of restoration programs administered by the Fountain Square-Fletcher Place Investment Corporation. The association also provides free parking to shoppers on two lots in Fountain Square which they lease from the City of Indianapolis.

Historic Landmarks Foundation of Indiana (HLFI)

State Headquarters: 3402 Boulevard Place
Indianapolis, Indiana 46208
Tel. 926-2301

Indianapolis Regional Office (Kemper House): 1028 North Delaware Street
Indianapolis, Indiana 46202
Tel. 638-5264

HLFI is a not-for-profit organization devoted to the preservation of historical and architectural resources throughout Indiana. The Indianapolis regional office of HLFI concentrates its activites in Indianapolis/Marion County and administers the Fountain Square/Fletcher Place Revolving Fund in partnership with the Fountain Square-Fletcher Place Investment Corporation. Various services from referrals to the purchase and resale of properties are provided through the Indianapolis regional office.

Metropolitan Development is a department of the City of Indianapolis organized into seven agencies which are involved in the physical development of the city. The divisions are:

Division of Development Services (DDS)

Office: Room 1822
200 East Washington St.
City-County Building
Indianapolis, Indiana 46204
Tel. 236-5010

This agency is responsible for three major programs, including zoning and code enforcement. It is responsible for the administration of zoning, which involves the review and processing of zoning changes, variance requests, etc. Enforcement of zoning and sign ordinances is also the responsibility of this division.

Development services is also responsible for the inspection of construction activities, as well as existing structures, to ensure their compliance with applicable city codes. The division also issues licenses to general contractors and permits for construction activities.

Division of Economic and Housing Development (DEHD)

Office: 9th Floor
148 East Market St.
Indianapolis, Indiana 46204
Tel. 633-3480

This agency is responsible for most of the housing and development activities promulgated by the city. Various programs within the division include housing counseling, housing rehabilitation, economic development, and other such development projects.

Division of Planning (DP)

Office: Room 2021
200 East Washington St.
City-County Building
Indianapolis, Indiana 46204
Tel. 236-5127

The Division of Planning is responsible for the many planning activities involved in guiding the future physical development of Marion County. The division was responsible for the development of a subarea plan for Fountain Square and adjacent areas in 1980.

Department of Public Works (DPW)

Office: Room 2460
200 East Washington St.
City-County Building
Indianapolis, Indiana 46204
Tel. 236-4400

In addition to other responsibilities, Public Works is responsible for the maintenance and disposal of city-owned properties. This includes land and buildings acquired through non-payment of back taxes.

Department of Transportation (DOT)

Office: Room 2360
200 East Washington St.
City-County Building
Indianapolis, Indiana 46204
Tel. 236-4700

All transportation routes and their maintenance are the responsibility of DOT. This agency is also responsible for the implementation of the Marion County Thoroughfare Plan.

Department of Parks and Recreation (DPR)

Office: 1426 West 29th St.
Indianapolis, Indiana 46208
Tel. 924-9151

Parks and Recreation developes and maintains all city-owned parks in Marion County. This division has also been responsible for the planting of street trees and other landscaping within the public rights-of-way.

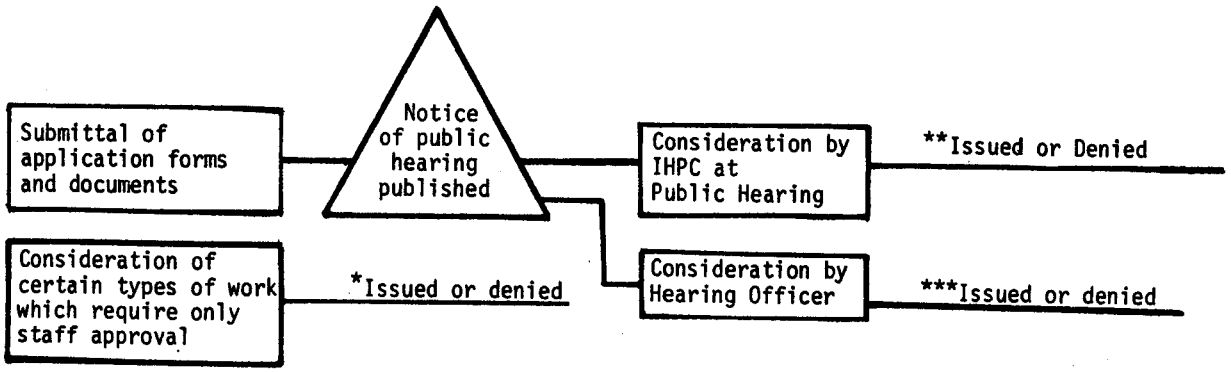
Indianapolis Historic Preservation Commission (IHPC)

Office: Room 1821
City-County Building
Indianapolis, Indiana 46204
Tel. 236-4406

IHPC is a public agency created by a statute of the State of Indiana in 1967. Its purpose is to promote, facilitate, and accomplish the preservation of historic buildings, structures and areas of Indianapolis/Marion County through research, through the development and implementation of design review processes of designated historic sites and structures.

DEVELOPMENT PERMISSION

CERTIFICATE OF APPROPRIATENESS.



* Appeal of decision of staff may be made to the IHPC Commission.

** May issue a Certificate of Authorization if appropriate.

*** Appeal of decision of the Hearing Officer may be made to the IHPC Commission.

PERMISSION

Development permission: Certificate of Appropriateness.

When required: When any change in the exterior appearance of a building or grounds within a locally designated historic area which is not exempt in the Commission policies is going to be made.

Responsible agency: Indianapolis Historic Preservation Commission (IHPC).

Prerequisites: None

Other "permissions" for which this is a prerequisite: Rezonings, variances, Regional Center approval, improvement location permits, building permits (for construction or demolition work).

Who may apply: Owner or representative.

Required submittals: Description of work to be done on IHPC application form, photographs, product and color samples (if applicable), drawings and specifications and any other information outlined in the procedures of the Commission.

Fees: None

Common application errors: Late submittals, insufficient information, failure to determine requirements before submittal.

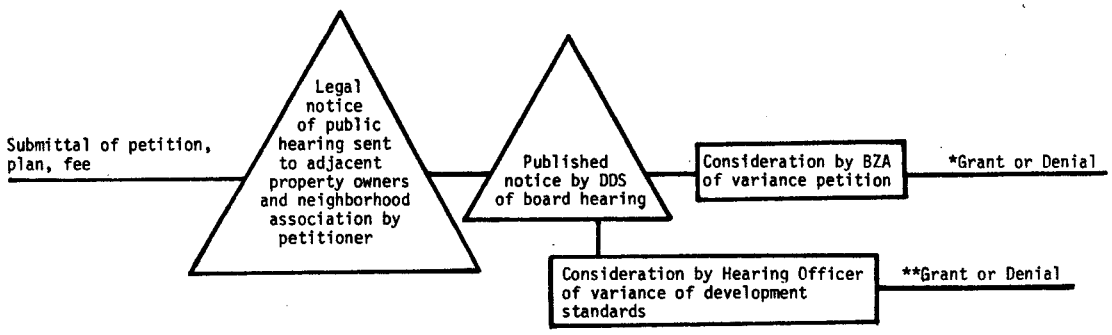
Standard for granting: Guidelines in historic area plans.

Time required for process: A minimum of 14 days is required. Applications must be submitted by 5:00 P.M. the Friday two weeks prior to each Hearing Officer or Commission meeting. The Hearing Officer meets every Tuesday, and the Commission meets the first Wednesday of each month.

Contact person for more information: Luis Morales, architect for commercial properties, and Michael Cannizzo, architect for residential properties, Indianapolis Historic Preservation Commission, 236-4406.

DEVELOPMENT PERMISSION

VARIANCE



* If a variance grant raises a substantial question of zoning policy, the Administrator of the Division of Development Services may appeal the decision to the MDC within 5 days of the Board's decision. The decision is reversed if two-thirds of the Commission votes against the variance grant.

Either a petitioner or remonstrator may seek judicial review of a decision of the Board of Zoning Appeals (or Development Commission decision in a variance case) by filing a petition for Writ of Certiorari within 30 days after the decision.

** Appeal of decision of the Hearing Officer may be made to the BZA.

PERMISSION

Development permission: Variance.

When required: For relief from zoning ordinance use restrictions or development standards.

Responsible agencies: Division of Development Services, Metropolitan Board of Zoning Appeals.

Prerequisites: None

Who may apply: Owner or authorized agent.

Required submittals: Petition, legal description, site and development plan (including elevations) and sign plans.

Fees: Variance of use is $200; variance of development standards for commercial, multi-family or industrial is $110; variance of development standards for one and two-family dwellings is $35.

Common application errors: Insufficient information; inadequate site and development plans; incorrect street address.

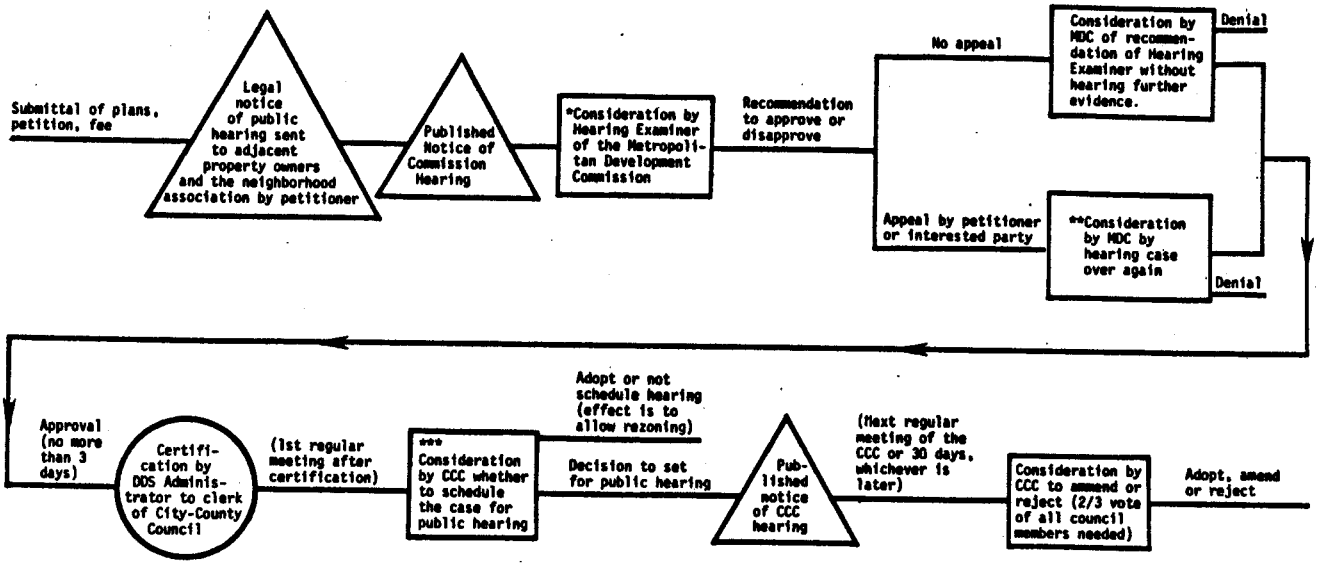
Standards for granting: Compliance with five statutory requirements (see I.C. 36-7-4-918 [f]).

Time required for process: Use variances take from 45 to 60 days, development standards variances take about 45 days, development standards variances before the hearing officer take from 14 to 21 days. Continuances will extend time.

Contact person for more information: Barbara Gryctko, zoning specialist, 236-5159.

DEVELOPMENT PERMISSION

REZONING



*In some instances a rezoning petition may be heard by the MDC without the hearing examiner first holding a hearing.

**Occasionally the MDC will itself decide to hear evidence on a case even though no appeal is taken.

***If the City-County Council does not act on the case at its first regular meeting, the effect is to allow the rezoning.

PERMISSION

Development permission: Rezoning.

When required: When existing zoning does not permit proposed use and development.

Responsible agencies: Division of Development Services, Metropolitan Development Commission, City-County Council.

Prerequisites: None

Who may apply: Owner or authorized agent.

Required submittals: Petition, legal description, perimeter survey.

Fees: $185; or $7.50 per acre from 25 acres upward.

Common application errors: Insufficient information, incorrect legal description, error in survey.

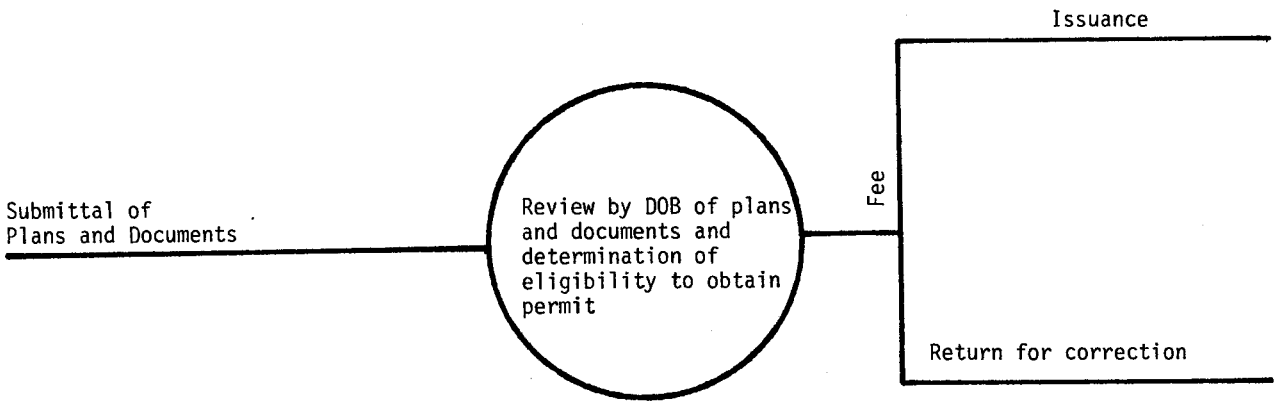
Standards for granting: Conformity with Comprehensive General Land Use Plan, consideration of existing conditions, preservation of property values, highest and best use (see I.C 36-7-4-601[b] and 603[b]).

Time required for process: 60 to 90 days. Continuances will extend time.

Contact person for more information: Carolyn Sage, zoning specialist, 236-5167.

DEVELOPMENT PERMISSION

STRUCTURAL BUILDING PERMIT



PERMISSION

Development permission: Structural Building Permit.

When required: Any construction activity costing more than $500 for labor and materials or construction activity which creates a potential health or safety hazard.

Prerequisites: Administrative Building Council release (all construction except houses) and an Improvement Location Permit. If a drainage permit or sewer connection permit is required by City ordinance, they must be secured before a building permit can be obtained.

Who may apply: General constractors who are "listed" with the Division of Buildings and owners or long term lessees of property who will accomplish work themselves or with their own employees.

Required submittals: Application for building permit, two sets of construction plans. For an existing building, the plans must show what exists and what changes will be made. Two sets of plot plans.

Fees: Commercial, multi-family and industrial fees are usually based upon square footage.

Common application errors: Incorrect street address, submissions not meeting minimum building code requirements, plans not stamped "Released" by the state, contractor's listing or insurance expired, unauthorized person signing application.

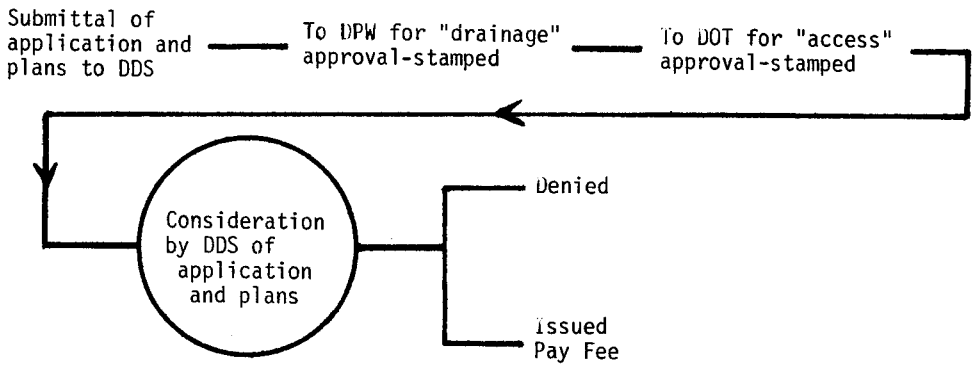
Standards for granting: Plans must reflect compliance with state wide minimum code requirements established by the Administrative Building Council.

Time required: 10 to 45 minutes.

Contact person for more information: Building Permits, Room 2141, City-County Building, 236-4986.

DEVELOPMENT PERMISSION

IMPROVEMENT LOCATION PERMIT



PERMISSION

Development permission: Improvement Location Permit (ILP).

When required: For all new structures, additions to structures or the establishment of a new use.

Responsible agency: Division of Development Services.

Prerequisites: If in the Regional Center, Regional Center approval is required. If a drainage approval or driveway permit is required by City ordinance, the drainage approval must be obtained and submittal of a driveway permit application must be made before an ILP can be obtained. If a Certificate of Appropriateness is required, it must be obtained before an ILP can be obtained.

Other "permissions" for which this is a prerequisite: Building Permit.

Who may apply: Owner or authorized agent.

Required submittals: Site and development plan, including elevations.

Fees: $550, or $100 for an addition of less than 1,000 sq. ft.

Common application errors: Lack of information of proposed use, inadequate plans.

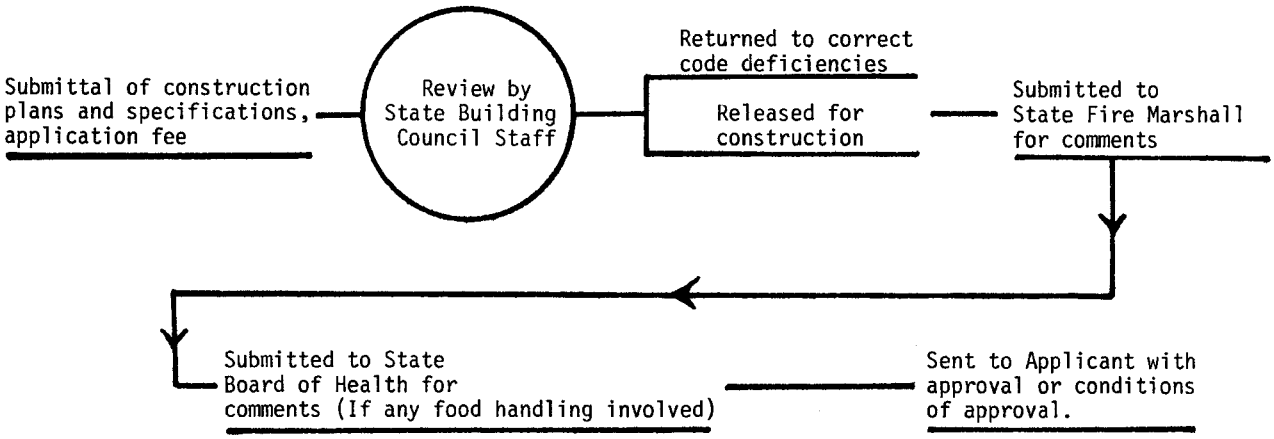
Standards for granting: Compliance with zoning ordinance requirements.

Time required for process: One or two days (assuming drainage approval has been secured and Department of Transportation driveway application has been made).

Contact person for more information: Ramona Neumeister, permit supervisor, 236-5162.

DEVELOPMENT PERMISSION

ADMINISTRATIVE BUILDING COUNCIL RELEASE



PERMISSION

Development permission: Administrative Building Council Release

When required: Prior to the construction, addition to or remodeling of any multi-family, commercial or industrial building.

Responsible agency: State Administrative Building Council.

Prerequisites: Preliminary review is advisable but not required.

Other "permissions" for which this is a prerequisite: All local building permits.

Who may apply: Owners, licensed architects or engineers. The seal of a licensed architect or engineer is required for any new construction over 30,000 cubic feet or for an existing structure if the structural safety could be affected.

Required submittals: Three sets of construction plans and specifications, application and fee.

Fees: Varies according to type, size and features of project. Minimum fee is $80.00.

Common application errors: Failure to allow up to one month for the review process to be completed.

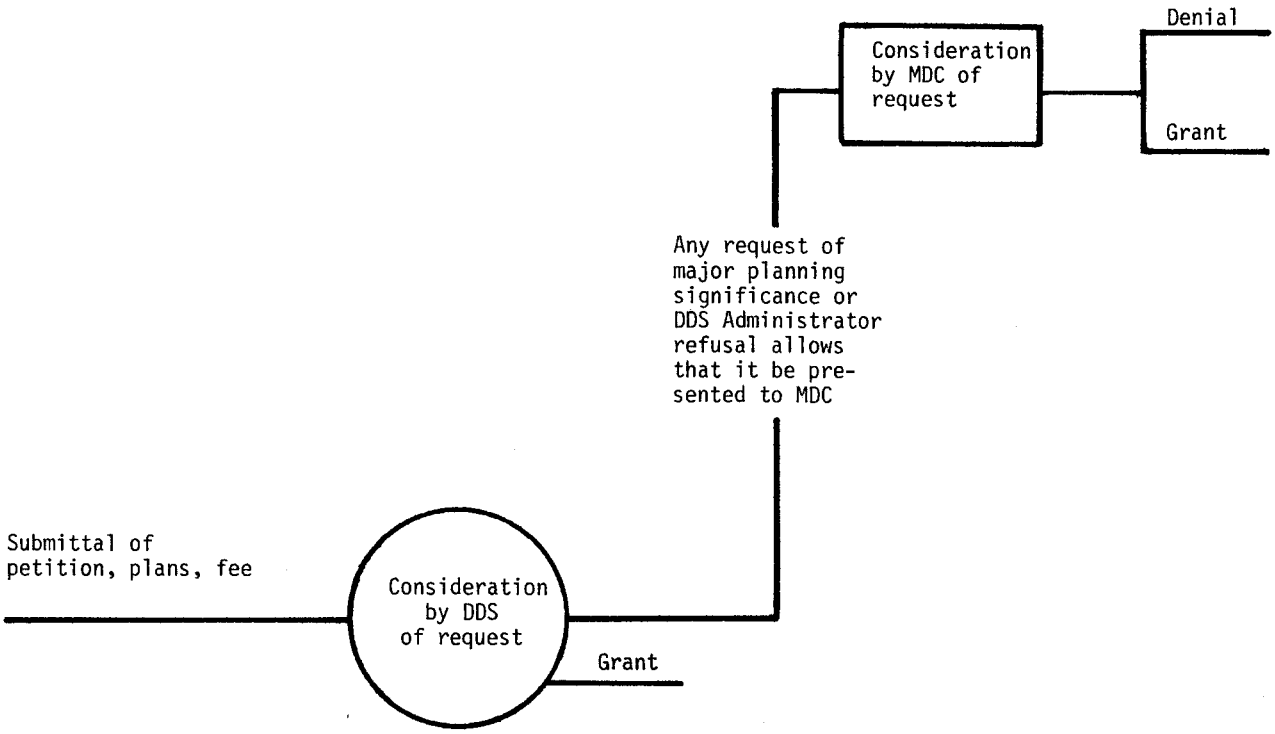
Standards for granting: All phases must meet all appropriate state code requirements and approval by the State Fire Marshall's Office and the State Board of Health.

Time required for process: 7 to 30 days.

Contact person for more information: Administrative Building Council, 232-1437.

DEVELOPMENT PERMISSION

REGIONAL CENTER APPROVAL



PERMISSION

Development permission: Regional Center approval.

When required: For all new structures, additions to structures or the establishment of a new use in the Regional Center Secondary Zoning District.

Responsible agencies: Division of Development Services, Metropolitan Development Commission.

Other "permissions" for which this is a prerequisite: Improvement Location Permit, Building Permit.

Who may apply: Owner or authorized agent.

Required submittals: Petition, legal description, site and development plan, including elevations.

Fees: $60 without a hearing, $135 with a hearing.

Common application errors: Lack of detail.

Standards for granting: Conformity with the Regional Center plan and applicable zoning ordinance.

Time required for process: Three days.

Contact person for more information: Carolyn Sage, zoning specialist, 236-5167.

GENERAL INFORMATION

I. COMMISSION: refers to the Historic Preservation Commission appointed under IC 36-7-11.1-3.

II. HISTORIC AREA: an area, within the county, declared by resolution of the Commission to be of historic or architectural significance and designated an "Historic Area" by the Historic Preservation Plan. This area may be of any territorial size or configuration, as delineated by the plan, without a maximum or minimum size limitation, and may consist of a single historic property, landmark, structure, or site, or any combination of them, including any adjacent properties necessarily a part of the Historic Area because of their effect on and relationship to the historic value and character of the area.

III. HISTORIC AREA PLAN: a preservation plan prepared by the Commission for areas within Marion County declared to be local historic areas. Once the Commission has made a declaratory resolution of the historic or architectural significance of any area, structure, or site designated in it, the proposed plan is presented to the Metropolitan Development Commission for public hearing and adoption as part of the comprehensive plan of the county.

IV. CERTIFICATE OF APPROPRIATENESS: once a plan is adopted, a person may not construct any exterior architectural structure or feature, or reconstruct, alter, or demolish any exterior or designated interior structure or feature in the area, until the person has filed with the staff of the Commission an application for a Certificate of Appropriateness, plans, specifications, and other materials prescribed, and a Certificate of Appropriateness has been issued. However, this does not:

A. Prevent the ordinary maintenance or repair of any exterior or designated interior architectural structure or feature that does not involve a change in design, color, or outward appearance of it.

B. Prevent any structural change certified by the Department of Metropolitan Development as immediately required for the public safety because of hazardous conditions.

C. Require a Certificate of Appropriateness for work that is exempted by the historic preservation plan.

V. WORK EXEMPT FROM CERTIFICATE OF APPROPRIATENESS: the historic preservation plan may provide that certain categories of work accomplished in the Historic Area are exempt from the requirement that a Certificate of Appropriateness be issued. Various historic preservation plans may exempt different categories of work.

VI. CERTIFICATE OF AUTHORIZATION: the Certificate of Authorization is granted to allow an applicant to proceed with inappropriate work in those cases in which undertaking the appropriate work would result

in substantial hardship or deprive the owner of all reasonable use and benefit of the property or where its effect would be insubstantial.

VII. DEFINITIONS:

ELEVATION: a drawing showing the elements of a building as seen in a vertical plane.

FOOTPRINT: the outline of a building on the land.

NEW CONSTRUCTION: any work undertaken on a new building or feature. An addition to an historic structure is considered new construction.

PLAN: a drawing illustrating the elements of a building as seen in a horizontal plane.

REHABILITATION: any work undertaken on an existing building, regardless of the age of the building.

STREETSCAPE: a view or picture of the street setting depicting the proposed or existing building in relationship to other buildings on the street.

PROCEDURES

I. APPLICATION FOR A CERTIFICATE OF APPROPRIATENESS

In order to construct any exterior architectural feature or reconstruct, alter, or demolish any exterior or designated interior structure or feature in an historic area, a Certificate of Appropriateness must be applied for and granted. A Certificate is required before a building permit can be issued and before any development standards, land use variance or rezoning can be granted. The Certificate of Appropriateness issued must be posted in a conspicuous location visible from the principal right-of-way — i.e., the street — for the duration of the work.

II. APPLICATION FILING DEADLINES

Applications for a Certificate of Appropriateness are due on Friday two weeks prior to the Commission meeting at which they are to be considered, with the following exceptions:

A. All applications for land use variances or rezonings must be filed at least thirty-five (35) days prior to the initial hearing at which they are considered unless otherwise requested by the applicant and approved by the Administrator of the Commission.

B. All applications for new construction must be filed at least thirty-five (35) days prior to the initial hearing at which they are to be considered unless otherwise requested by the applicant and approved by the Administrator of the Commission.

If the applicant needs assistance in filling out the application or has questions regarding the proposed work, the Commission staff is available for technical assistance. Applicants are encouraged to call for an appointment.

III. DOCUMENTATION OF APPLICATIONS FOR CERTIFICATES OF APPROPRIATENESS

All work requiring a Certificate of Appropriateness must be reviewed and approved by the Commission. For the purpose of review and public notification requirements, an application for certificate must be filed with the Commission. Applications for Certificate of Appropriateness must be fully documented to allow for proper and speedy review. Applications not meeting this criterion will be returned to the applicant with a list of items requiring additional documentation. Only fully documented applications will be docketed for hearing.

A. Documentation Required for Development Standards Variances, Land Use Variances, and Rezoning Applications

1) Site Plan or measured drawing indicating the following:
   a) Existing location of structure, parking, lighting, signs, driveways, utilities, and other appurtenances with their dimensions and configuration.
   b) Proposed improvement for new structures, parking, lighting, landscaping, signs, driveways, utilities, and other appurtenances with their dimensions.
   c) Lot dimensions.
   d) Setbacks from right-of-way and other property lines.
   e) Distance from structures on adjoining property(ies).

2) Elevations, streetscapes, and other detail drawings where required: (see new construction and other certificates).

3) Area Map indicating the following:
   a) Land use patterns in immediate two-block radius.
   b) Zoning classifications within the same area.

4) Legal description for property including:
   a) Meets and bounds description.
   b) Parcel number.
   c) Hex number.
   These can be obtained from various Township Assessor's offices.

5) Detailed Description of proposed use, intensity, anticipated parking requirements, and lighting levels.

A minimum of two copies of the required documentation must be submitted. Additional copies may be required for filing rezoning or variance applications or securing permits from other agencies. One copy will remain in the records of the IHPC. All other copies will be returned to the applicant with the approval of the Certificate of Appropriateness or Authorization.

B. Documentation Required for New Construction Applications

1) Site plan or measured drawing indicating the following:
   a) Existing location of structures, driveways, curb cuts, utilities, property lines, right-of-ways, building setbacks, and allowed side yards; existing planting materials and size; and other pertinent information, including but not limited to lot and parcel number, existing zoning, existing variances and easements.
   b) Proposed building(s) footprint with dimensions relative to property lines, right-of-ways, and building(s) setbacks; demolition or removal of site features, including: new parking and driveways, utilities, planting and landscaping, sidewalks and patios, mechanical equipment, and other appurtenances.

2) Photographs* showing:
   a) A general view of the street showing building site and adjacent properties (streetscape).
   b) Individual photographs of the buildings immediately adjacent to and across the street and/or alley from the site.

   *Photographs should be 3" X 3" or 3" X 5" minimum format in black and white or color and must be labeled to identify location and photo direction.

3) Building(s) elevations:
   a) Design of all elevations.
   b) Vertical dimensions, grade lines, depth of foundation, and roof slopes.
   c) Fenestration and entrances to building(s), indicating type of operation, dimensions, and materials.
   d) Porch(es) configuration(s).
   e) All mechanical vents and equipment.
   f) Location and type of outdoor light fixtures.
   g) Proposed materials of walls, roofs, chimney flues, gutters and downspouts, exterior stairs, and all other exterior features.

4) Streetscape drawn to scale, depicting the footprint of buildings on the block and street facade of the building and a minimum of two existing buildings on each side of the proposed site. If the site is a corner location, then the streetscape drawing shall depict the buildings adjacent to the site on both sides of the street.

5) Floor plans depicting the arrangement of interior spaces, location of windows and doors, mechanical equipment, electrical and other utility service access, and the unit(s) gross and net square footages. One floor plan must be submitted for each prototype. Floor plans do not need to be ready-for-bid construction documents, but they need to indicate overall dimensions.

6) Materials specification outline with samples, brochures, and/or photographs of all exterior materials, finishes, and fixtures.

7) Narrative describing the project: its intended use, density of development; pertinent marketing facts, if applicable; and anticipated date of construction and completion.

8) Phased development plan, if applicable. Documentation must include items 1 through 7 in addition to a construction development schedule, and final construction documents for each phase to be submitted prior to commencing work.
   a) Prior to commencing work on each phase, the staff must review the proposed construction.
   b) Any modification to the development plan requires a new application for Certificate of Appropriateness.

A minimum of two copies of the following documents must be submitted with the application:

Site plan
Building elevations
Materials specifications outline
Phased development plan, when applicable

Additional copies may be required for filing rezoning or variance applications or securing permits from other agencies. One copy will remain in the records of the IHPC. All other copies will be returned to the applicant with the approval of the Certificate of Appropriateness or Authorization.

C. Documentation Required for Rehabilitation of Existing Structure Applications

The following requirements apply to those items of work in a rehabilitation project that constitute a change in the present exterior appearance of a property and that are not specifically exempt in the policy manual of the Commission.

All applications require photographs of the building elevations depicting the existing features and present conditions of the structure. Photographs should be a minimum of 3" X 3" or 3" X 5" format in color or black and white and must be labeled to indicate location and photo direction.

1) Change to the paint colors of a building:
   a) Detailed color scheme indicating where each color is to be applied (siding, trim, window sash, etc.) and the manufacturer's paint identification name and number. Color chips must also be submitted. Two copies are required.

2) Change to siding and/or trim of a building:
   a) Drawings of proposed changes indicating dimensions, configuration, type of materials, and where these are to be applied; for siding, indicate the area (square feet) of the siding to be replaced. Two copies are required. Additional sets may be required for securing building or other permits.
   b) Written description (when necessary) of proposed work indicating the condition of existing materials or method of installation for new work.

3) Application of hardboard siding:
   a) Photographs of each side of the building.
   b) Photographs showing areas and extent of deterioration.
   c) Estimate of cost of construction from three (3) contractors (one of whom must be experienced in the rehabilitation of historic structures).
   d) Material samples.

4) Changes to roofing materials, gutters and/or downspouts:
   a) Written description of gutter system (whether box, roof mounted, hung, fascia-mounted, or other type), indicating type of material, size, and finish; description of downspouts (round, square, or rectangular), indicating type of material, size, and finish.
   b) Written description of proposed replacement gutter and/or downspouts (type, size, material, and finish).
   c) Detail drawings if the proposed system is a modification or change from the existing system. Two copies are required.

5) Structural alterations (remodeling, new additions, new porches):

a) Photographs of each side of the building, depicting existing conditions.
b) Site plan drawn to scale showing the building footprint; location of proposed addition or porch to be built or removed; location of all trees more than 6" in diameter, identified according to species (common name); location of existing sidewalks, and material and dimensions; and location of garages and other buildings. Two copies are required. Additional copies may be required for securing building or other permits.
c) Floor plan and elevations for new additions or porches, showing dimensions and location of columns, windows, doors, vents, materials, and finishes. Two copies are required.
d) Samples and brochures of roofing, siding, and paint materials; brochures or photographs of new windows, doors, light fixtures, hardware, skylights, ventilators, and other fixtures or equipment, as applicable.

6) Removal of significant existing additions, porches or features. The following documentation must accompany an application for Certificate of Authorization when the addition, porch or feature to be removed is original or significant to the history and/or architectural development of a building or site:
a) Photographs of each side of the building depicting existing conditions.
b) Site plan drawn to scale showing the building footprint and the relationship of the feature or architectural element to the main structure and the property lines. Two copies are required.
c) Written statement indicating the date of construction of the feature with supporting evidence (i.e., Sanborn map of the period the building was built, photographs or other contemporaneous graphic materials.
d) Description of the structural system, if applicable, and the material components, as well as its physical dimensions.
e) Description of its present use.
f) Written statement giving the reasons for the proposed removal of architectural elements or features.
g) Additional supporting materials and substantiating documentation may be required as per section E - Documentation Required for Demolition of structures, items 2, 3, 4, page B-13 and section G, page B-17 of IHPC Manual of Procedures and Policies.

7) New landscaping and fixtures or changes to existing landscape
a) Site plan drawn to scale showing location of the footprints of the main structure and existing out-buildings with respect to property lines; all trees of more than 6" in diameter; all bushes identified according to species (common name); and all existing and proposed sidewalks, fences, fountains, and other appurtenances. Two copies are required.
b) Elevation and detail drawings indicating dimensions of all proposed site fixtures including: fences, fountains, gazebos, play equipment, retaining walls, and other appurtenances;

brochures and photographs of equipment or manufactured fixtures may be submitted in lieu of measured drawings; manufacturer and item model number or designation must be included. Two copies are required.

c) List of all proposed planting materials indicating their size at the time of installation and at their maturity.

D. Documentation Required for Sign Applications

1) Drawing indicating the dimensions, materials, and configuration of the proposed sign; style and size of lettering; sample of colors to be utilized; and mounting height.

2) Site plan showing the relationship of the proposed sign to the building and the property lines, when free standing.

3) Photograph of building facade if sign is to be affixed to the structure, indicating mounting height and method of installation. Photographs should be 3" X 3" or 3" X 5" format in black and white or color and must be labeled to identify location and photo direction.

A minimum of two copies of the required documentation must be submitted. Additional copies may be required for filing rezoning or variance applications or securing permits from other agencies. One copy will remain with the records of the IHPC. All other copies will be returned approved to the applicant.

E. Documentation Required for Demolition of Structures

1) Photographs of all sides of the building or structure for which demolition is proposed. Photographs should be 3" X 3" or 3" X 5" minimum format in black and white or color and must be labeled to identify location and photo direction.

2) An inspection report, certified by a registered architect, professional engineer, or a building official of the city, affirming the structural condition of the building.

3) Bonafide quotes from three (3) licensed contractors of the cost of rehabilitating the structure in question to bring it to minimum standards of habitability or usefulness; the quote must include an outlined specification and a scope of work for the building.

4) Proof of economic hardship or insubstantial effect, if required. Refer to page B-17 for the documentation required for substantiating economic hardship.

F. Documentation Required for Moving Structures to an Historic Area

1) Photographs* showing:
   a) Each side of the structure or building at its present site and a general view of its surroundings that will include the adjacent buildings.
   b) The front of the proposed new site that will include at least two of the adjacent buildings or sites.

   *Photographs should be 3" X 3" or 3" X 5" minimum format in black and white or color and must be labeled to identify location and photo direction.

2) Historic profile of the building to be moved which includes the date of construction, if known; a chronology of ownership; real estate transactions associated with the property (i.e., chain of title); and other pertinent documentation.

3) Site plan of the proposed new site indicating the location and dimension of the property lines with respect to any existing right-of-ways, of any utility easements, and of building set-backs. A footprint of the building at its proposed location must also be included on the site plan.

4) Legal description of the new site.

5) A copy of any deed restrictions or covenants on the property and improvements, existing or to be attached to it as a condition for the relocation of the building.

6) Comprehensive scope of the work for the moving operation and the rehabilitation of the building once relocated indicating materials, exterior finishes, modifications if any, and a projected schedule.

7) Floor plans and elevations if modifications or additions are to be made.

8) Explanation of why the building must be moved.

9) Statement explaining the intended use of the property.

A minimum of two sets of the following documents must be submitted with the application:

Site plan
Comprehensive scope of work
Floor plans and elevations, if applicable

Additional copies may be required for filing rezoning or variance applications or securing permits from other agencies. One copy will remain in the records of the Commission. All other copies will be returned to the applicant with the approval of the Certificate of of Appropriateness or Authorization.

G. Documentation Required to Substantiate Certificate of Authorization

1) An applicant seeking a Certificate of Authorization for the demolition or alteration of a structure must provide the following information:
   a) A history of the property including documented date of construction of the structure.
   b) Reasons why the applicant believes there is substantial hardship, deprivation of use and benefit, or insubstantial effect.

2) An applicant seeking a Certificate of Authorization for the demolition or alteration of a structure based on substantial hardship or upon depriving the owner of all reasonable use and benefit and the facts supporting the request are wholly or partially economic or financial in nature, in addition to the information requested under 1, must provide the following information:
   a) In the case of a proposed demolition, a written statement from a developer, real estate consultant, appraiser, or other real estate professional experienced in rehabilitation as to the economic feasibility of rehabilitation or reuse of the existing structure on the property.
   b) The estimated market value of the property: in its current condition; after completion of the proposed construction, alteration, demolition or removal; after any changes recommended by the Commission; and, in the case of a proposed demolition, after renovation of the existing property for continued use.
   c) Amount paid for the property, the date of purchase, and the party from whom purchased, including a description of the relationship, if any, between the owner of record or applicant and the person from whom the property was purchased, and any terms of financing between the seller and buyer.
   d) Assessed value of the property according to the two most recent assessments.
   e) Real estate taxes for the previous two years.
   f) Other information needed by the Commission to make a determination as to whether the property does yield or may yield a reasonable return to the owners, including the income tax bracket of the owner, applicant, or principal investors in the property.

   The Commission or staff may waive some of these information requirements in appropriate circumstances.

   The applicant may also consider furnishing the following:
   a) Form of ownership of operation of the property, whether sole proprietorship, for-profit or not-for-profit, corporation, limited partnership, joint venture, or other.
   b) Remaining balance on any mortgage or other financing

secured by the property and annual debt service, if any, for the previous two years.

c) Any listing of the property for sale or rent, price asked, and offers received, if any, within the previous two years.

d) If the property is income-producing, the annual gross income from the property for the previous two years; itemized operating and maintenance expenses for the previous two years; and description of deduction and cash flow before and after debt service, if any, during the same period.

e) All appraisals obtained within the previous two years by the owner or applicant in connection with the purchase, financing, or ownership of the property.

3. An applicant seeking a Certificate of Authorization for the demolition or alteration of a structure that is more than 40 years old based upon insubstantial effect, in addition to the information required under 1 and 2, must provide the following information:

   a) An evaluation of the historic and/or architectural significance by a professional architectural historian.

   The Commission or staff may waive this professional requirement in appropriate circumstances.

The Commission may secure testimony or documentation with regard to item 1 from staff or an independent agent before it makes a determination.

The Commission will review all the evidence and information required of an applicant and/or staff or independent agent at a public hearing and make a determination within forty-five (45) days of receipt of all requested documentation.

IV. NOTICE REQUIREMENT

A. Notice by Publication

At least ten (10) days before the Commission holds a public hearing on any application for Certificates of Appropriateness notice is published by the Commission.

B. Notice to surrounding property owners and neighborhood organizations

Notice of each application for a Certificate of Appropriateness must be given by the applicant by registered, certified, or first-class mail at least fifteen (15) days before the hearing to the owners of all adjoining parcels of ground to a depth of two (2) ownerships within two hundred (200) feet of the perimeter of the subject property and within Marion County.

For the purpose of determining names and addresses of legal title owners, the records in the office of the various Township Assessors of Marion County which list the current owner of record at the time the notice is sent, are deemed to be true names and addresses of persons entitled to notice.

C. Notice must include:

1) The application number and substance of the petition.
2) The location (by address) and the legal description of the subject property.
3) The name and address of the petitioner (and the developer, if known).
4) The time and place the application will be heard.
5) That the petition and file may be examined in the offices of the Commission.

D. Notice must also be sent to each neighborhood organization which has been registered at least forty-five (45) days prior to the filing of the application within the boundaries of the Historic Area within which the subject property is located. Names and addresses of said organization(s) shall be registered at the Commission office.

E. Affidavit of Notice: The petitioner or his representative must furnish evidence of compliance with the above notice requirements by filing a notarized statement with the Commission listing the names and addresses of property owners and neighborhood organizations to whom notice was sent by certified, registered or first-class mail. This notarized statement must be postmarked or filed with the Commission within three (3) business days following the mailing of the notice.

V. HEARINGS

Upon hearing an application for a Certificate of Appropriateness, the Commission will determine whether the proposal is appropriate to the preservation of the area and to the furtherance and development of historic preservation.

A. Time and Place of Public Hearings

Regular meetings and public hearings of the Indianapolis Historic Preservation Commission are held in the City-County Building, Indianapolis, Indiana at 5:30 P.M. on the first Wednesday of each month. If the regular meeting date falls on a legal holiday, the meeting will be held on the following day which is not a legal holiday. Public hearings of the Hearing Officer are normally held in the City-County Building, Indianapolis, Indiana at 12:00 noon on every Tuesday. If a hearing day falls on a legal holiday, the meeting will be held on the following day which is not a legal holiday.

B. Special Meetings

A special meeting of the Commission may be held if called by the President or by five members.

C. All Meetings and Hearings Public

All meetings and hearings of the Indianapolis Historic Preservation Commission and all Hearing Officer hearings are open to the public. Both applicants and remonstrators have the right to give testimony in accordance with these rules.

D. Quorum and Official Vote

A majority of the members of the Commission constitute a quorum, and the concurrence of a majority of the Commission is necessary to authorize any action.

E. Indecisive Vote

In any case where a vote of the Commission does not result in official action of the Commission as set forth in the previous section, the application will automatically be redocketed and heard at the next regularly scheduled hearing of the Commission.

F. Any Party May Appear in Person, by Agent or Attorney

At all hearings any party may appear in person, by agent, or by attorney. An attorney or other representative of an applicant or remonstrator, may testify and will be sworn in and subject to cross examination. The Administrator of the Commission has the right to appear in person, by agent, or attorney and present evidence, statements, and arguments in support of or in opposition of any case or other matter being considered.

G. All Testimony Under Oath

All testimony before the Commission or Hearing Officer is given under oath of affirmation, which is administered by a person qualified to administer oaths.

H. Time Allowed for Testimony at a Public Hearing

Applicants and remonstrators, respectively, are permitted a total of twenty (20) minutes for the presentation of evidence, statements, and arguments at the public hearing of every case before the Commission or Hearing Officer. A reasonable amount of additional time is then allowed by the Commission or Administrative Hearing Officer for questions, and for staff comments. The applicant may then be permitted ten (10) minutes for rebuttal. The Chairperson of the Commission or the Administrative Hearing Officer, respectively, may waive the above time limit.

I. Continuance

The Commission or its staff may request continuance of any application. One continuance at the request of the applicant will be granted as a matter of right and without cause shown. No other continuance will be granted at the hearing to applicants or remonstrators except for good cause shown.

J. Appeals to Commission Decision

Every determination of the Commission for a Certificate of Appropriateness is subject to review by certiorari upon petition to the Circuit or Superior Court of the county by an aggrieved person, following the requirements of the board of zoning appeals under IC-36-7-4, within 30 days of the date of the decision. Upon notice of the filing of the petition for writ of certiorari, all proceedings and work on the subject premises are automatically stayed.

K. Hearing Officer

The Hearing Officer designated by the Commission may conduct a public hearing of applications for a Certificate of Appropriateness. The Hearing Officer shall hold a public hearing under the same notice and procedural requirements as are applicable to a hearing before the Commission. After the hearing on an application for a Certificate of Appropriateness, the Hearing Officer makes a determination.

The Hearing Officer may not issue a Certificate of Appropriateness for demolition, new development, or land use, and the Hearing Officer may not issue a Certificate of Authorization.

Applications for a Certificate of Appropriateness are due on Friday two weeks prior to the Hearing Officer hearing at which they

are heard. Applications are submitted to the Commission office, 1821 City-County Building.

If the applicant needs assistance in filling out the application or has questions regarding the proposed work, the Commission staff is available for technical assistance. Applicants are encouraged to call for an appointment.

L. Appeals to Hearing Officer Decision

The Commission will provide reasonable opportunity for the applicant, any Commissioner, the Administrator, or any interested person to file appeals to the determination of the Hearing Officer. If an appeal is properly filed, the Commission will hold a de novo hearing and make a determination. If an appeal is not filed, the determination of the Hearing Officer constitutes the final decision of the Commission.

An appeal to a Hearing Officer decision must be filed in the Commission office no later than the end of the fifth business day following the Hearing Officer decision. The appeal need only state that the applicant, or remonstrator, requests a hearing by the Commission.

The same day the applicant, or remonstrator, must mail or deliver a copy of the appeal to all remonstrators' attorneys (and the applicant in the case of an appeal by a remonstrator) who have appeared at the hearing. If none have appeared, the applicant must mail or deliver a copy of the exception to the first two persons who spoke on behalf of the remonstrators.

Upon notice of the filing of an appeal, all proceedings and work on the subject premises are automatically stayed.

Every properly filed appeal is placed on the agenda of the next regular public hearing of the Commission, provided that the public hearing is at least five business days after the expiration of the time for filing a request for appeal. A Certificate of Appropriateness does not become effective until the five-day appeal period is passed.

M. Staff Approval

Certain types of work require only staff approval. These types of work are indicated in the policies in section D. All requests for staff approval must be submitted with the required documentation outlined in this section.

N. Appeals to Staff Approval

In the event an applicant and the staff do not agree with the proposed work and staff approval is not obtained, the applicant may file an application for a Certificate of Appropriateness.

TIME LIMITATIONS ON CERTIFICATES OF APPROPRIATENESS

I. Land Use Variances:

A. The applicant must file for a variance or rezoning with the Division of Development Services within 150 days of the issuance of a Certificate of Appropriateness or Authroization, or the certificate is void.

B. Extensions for periods of thirty (30) days, not to exceed ninety (90) days (for a total of 240 calendar days from the date of issuance) may be granted by the Administrator of the Commission upon receipt of a written request from the applicant.

C. The use requested must be established within one (1) year of the approval of the variance petition by the Board of Zoning Appeals or the certificate is void.

II. Rezoning:

A. Upon denial of a rezoning petition for a parcel of ground within a designated Historic Area by either the Metropolitan Development Commission or the City-County Council, the Certificate of Appropriateness or Authorization approved by the Commission is void.

III. New Construction and Rehabilitation:

A. A Certificate of Appropriateness is void when a person granted a certificate fails to meet any of the following:

1) After the granting of a Certificate of Appropriateness, the required improvement location permit, building permits, and other permits necessary for the approved work are not obtained within a period of 180 days from the issuance of the certificate.

2) After the issuance of a building permit for the execution of the proposed work, no construction activity has taken place within a period of 150 days.

3) All construction is not completed within 365 days from the issuance of a building permit unless a phased development plan which establishes a construction schedule requiring more than one (1) year is contained in the certificate.

B. The foregoing will not come into effect if the person granted a certificate requests within the time periods established above an extension of these deadlines. Requests for extensions should be addressed to the Administrator of the Commission. The number of extensions allowable will be the same as for those relating to land use variances.

I. HISTORICAL DATA

A.

FOUNTAIN SQUARE THEATRES

THEATRE NAME	DATE	ADDRESS
Fountain Square (1st)	1909	1058 Virginia Avenue
Airdome	1910	1044-46 Virginia Avenue
Green	1911-14	
Bair	1915-18	
Southside	1919-28	
(vacant)	(1929-33)	
Sunshine	1935	
Fountain Eagle	1911	1113 South Shelby Street
Fountain Airdome	1912-13	1106 East Prospect Street
Sanders (Apex)	1914-52	
Iris	1913-16	1637 East Prospect Street
Granada (Capacity 1142)	1928-51	1045 Virginia Avenue
Fountain Square (2nd) (Capacity 1500)	1928-60	1101-15 South Shelby Street

Information compiled from R. L. Polk and Co.'s. Indianapolis City Directories.

B.

BUSINESS LISTINGS FOR FOUNTAIN SQUARE 1860-1930

YEAR	COMMERCIAL	PROFESSIONAL	INDUSTRIAL	TOTAL
1860	0	0	0	0
1870	2	0	1	3
1875	23	2	6	31
1880	50	3	9	62
1885	56	9	12	72
1890	98	12	15	125
1895	98	14	20	132
1900	115	18	12	145
1905	108	18	10	136
1910	139	28	7	164
1915	152	29	5	186
1920	150	30	3	183
1925	189	32	4	225
1930	210	51	1	262

Information compiled from Indianapolis City Directories (various publishers for years listed).

II. STATE ENABLING LEGISLATION FOR HISTORIC PRESERVATION COMMISSIONS

In the 1982 session of the General Assembly of the State of Indiana, House Bill No. 1307 was enacted to amend IC 8-9.5, IC 14-3, and IC 36 as part of a codification, revision, and rearrangement of local government law. The enabling legislation of the Indianapolis Historic Preservation Commission, which falls under IC 36, was thus amended. Following are selected passages of this bill which relate most directly to the administration of historic areas. Although the bill was signed into law on February 26, 1982, procedures and bylaws for the new provisions of the statute had not been developed at the time this plan went to print.

CHAPTER 11.1 HISTORIC PRESERVATION IN CERTAIN COUNTIES

Section 6. (a) The commission shall have its staff prepare proposed historic preservation plans for all appropriate areas of the county. Upon the commission's declaratory resolution of the historic or architectural significance of any area, structure, or site designated in it, the proposed historic preservation plan shall be presented to the metropolitan development commission for public hearing and adoption as a part of the comprehensive plan of the county.

(b) The proposed historic preservation plan must officially designate and delineate historic areas and identify any individual structures or sites in it of particular historic or architectural significance, which structures and sites must be listed on the county register of historic places.

(c) With the designation of a nistoric structure, the plan may additionally expressly identify and designate the interior, or any interior architectural or structural feature of it, having exceptional historic or architectural significance.

(d) The historic preservation plan may include any of the material listed in IC 36-7-4-503 as it relates to historic preservation. Any plan designating one (1) or more historic areas, and any historic structures and sites located in it, must include a historic and architectural or design analysis supporting the significance of the historic area, general or specific criteria for preservation, restoration, rehabilitation, or development, including architectural and design standards, and a statement of preservation objectives.

(e) In preparing a proposed historic preservation plan, the staff of the commission shall inform, consult, and cooperate with the staff of the department of metropolitan development. In carrying out its planning and redevelopment responsibilities in an area for which a historic preservation plan is being prepared or is in effect, the staff of the department of metropolitan development shall inform, consult, and cooperate with the staff of the commission. To the extent possible, commission staff and department staff shall carry out a joint planning effort relative to proposed historic areas with the resulting information and conclusions relating to historic preservation being placed in the proposed historic preservation plan.

(f) Concurrently or subsequently, the commission may prepare and recommend to the metropolitan development commission, for its initiation, approval, and recommendation to the legislative body for adoption, a historic district zoning ordinance or ordinances to implement the historic preservation plan.

(g) Each historic area or historic zoning district must be of such territorial extent and configuration as will best serve the purposes of this chapter, there being no maximum or minimum size limitations thereon whether applied to single or multiple historic properties or sites, and may include any adjacent area necessarily a part thereof because of its effect upon and relationship to the historic values and character of the area.

(h) The proposed historic preservation plan, if approved and adopted by the metropolitan development commission, constitutes part of the comprehensive plan of the county.

(i) The proceeding for approval of this plan, including notice and hearing requirements, is governed by the same rules and requirements applicable to petitions to the metropolitan development commission for amendment of zoning ordinances and for creation of new district classifications, and by all statutory requirements relative to the metropolitan development commission; however, individual notice of the hearing shall be given each owner of property in any proposed historic area, according to the metropolitan development commission's rules and requirements or, alternatively, the owner's consent to the proposed historical area designation may be obtained and filed with the metropolitan development commission.

(j) Amendments to any historic preservation plan, or any segment of it, shall be made in the same manner as the original plan.

(k) The commission shall receive and consider any pertinent information or exhibits such as historical data, architectural plans, drawings and photographs, regarding any proposed or designated historic area, structure, or site, and any request for historic designation or for the exclusion of any property or structure from any proposed or designated historic area.

(l) The commission may adopt any operating guidelines for the evaluation and designation of historic areas, structures, and sites, so long as they are in conformity with the objectives of this chapter.

(m) Upon the adoption of the historic preservation plan the commission may at any time identify by appropriate markers any historic areas, structures, and sites designated by the plan, or any historic area properties in the process of restoration under the plan. These markers may be erected on public right-of-ways or, with the consent of the owner, on the subject historic property. These official informational or identification markers, whether permanent or temporary, constitute an exception to any codes and ordinances establishing sign regulations, standards, and permit requirements applicable to the area.

Section 7. (a) The historic preservation plan may provide that certain categories of work accomplished in the historic area are exempt from the requirement imposed by section 9 of this chapter that a certificate of appropriateness be issued. Categories of work that may be exempted by a historic preservation plan include the construction, reconstruction, alteration, or demolition of a structure or feature. Various historic preservation plans may exempt different categories of work.

(b) After the commission has adopted a declaratory resolution relative to a historic area and presented the historic preservation plan to the metropolitan development commission for adoption or rejection as a segment of the comprehensive plan of the county, no permits may be issued by the department of metropolitan development for the construction, reconstruction, or alteration of any exterior architectural structure or feature in the area or the demolition of any structure or feature in the area until the metropolitan development commission has taken official action on the proposed plan or within ninety (90) days after the date of adoption of the declaratory resolution by the commission, whichever occurs first. If such a permit has been issued before the adoption of a declaratory resolution by the commission the agency issuing the permit may order that the work allowed by the permit, or a part of the work, be suspended until the metropolitan development commission has adopted or rejected the historic preservation plan.

Section 8. (a) After adoption of the historic preservation plan for any historic area, permits may be issued by the department of metropolitan development for the construction of any structure in the area or the reconstruction, alteration, or demolition of any structure in the area only if the application for the permit is accompanied by a certificate of appropriateness issued under section 10 of this chapter.

(b) Notwithstanding subsection (a), if the historic preservation plan for the historic area specifically exempts certain categories of work involving the construction, reconstruction, alteration, or demolition of structures in that area from the requirement that a certificate of appropriateness be issued, then a permit for the work may be obtained from the department of metropolitan development without the issuance of a certificate of appropriateness.

(c) After the adoption of the historic preservation plan for any area, all governmental agencies shall be guided by and give due consideration to the plan in any official acts affecting the area.

(d) On application by any governmental agency or interested party in accordance with section 9 of this chapter, the commission shall make a determination of the appropriateness of any proposed governmental action affecting a historic area. Any official action in conflict with the plan or determined by the commission to be inappropriate is presumed to be not in the public interest and is subject to the enforcement provisions of section 12 of this chapter.

(e) The commission's determination of appropriateness is a prerequisite to any governmental order or action to alter or demolish any designated historic site or any structure in a historic area. No rezoning or variance applicable to a historic area, or any part of it, may be approved by the metropolitan development commission or granted by a board of zoning appeals, except on the commission's prior issuance of a certificate of appropriateness.

Section 9. (a) A person may not construct any exterior architectural structure or feature in any historic area, or reconstruct, alter, or demolish any such exterior or designated interior structure or feature in the area, until the person has filed with the secretary of the commission an application for a certificate of appropriateness in such form and with such plans, specifications, and other material as the commission may from time to time prescribe and a certificate of appropriateness has been issued as provided in this section. However, this chapter does not:

(1) prevent the ordinary maintenance or repair of any such exterior or designated interior architectural structure or feature that does not involve a change in design, color or outward appearance of it;

(2) prevent any structural change certified by the department of metropolitan development as immediately required for the public safety because of a hazardous condition; or

(3) require a certificate of appropriateness for work that is exempted by a historic preservation plan under section 7 of this chapter.

(b) The commission shall hold a public hearing on any application for certificate of appropriateness. At least ten (10) days before the date set for the hearing, notice shall be published in accordance with IC 5-3-1, and notice shall be given additionally to the affected parties in accordance with the commission's rules of procedure.

(c) Upon hearing the application for a certificate of appropriateness, the commission shall determine whether the proposal will be appropriate to the preservation of the area and to the furtherance and development of historic preservation.

(d) In determining appropriateness of any proposed construction, reconstruction, or alteration, the commission shall consider, in addition to any other pertinent factors, the visual compatibility, general design, arrangement, color, texture, and materials in relation to the architectural or other design standards prescribed by the plan or any applicable zoning regulation, the design and character of the historic area, and the architectural factors of other structures in it. In determining appropriateness of any proposed demolition, the commission shall consider, in addition to any other pertinent factors, the character and significance of the subject structure in relation to the historic area and any other structures or sites in it, including its relative contribution to the historic and architectural values and significance of the area.

(e) However, if the commission finds under subsection (d) any application to be inappropriate, but that its denial would result in substantial hardship or deprive the owner of all reasonable use and benefit of the subject property, or that its effect upon the historic area would be insubstantial, the commission shall issue a certificate of authorization, which constitutes a certificate of appropriateness for purposes of this chapter.

(f) Issuance of a certificate of appropriateness is subject to review by the metropolitan development commission as to its appropriateness in relation to the comprehensive plan. This review must be in accordance with the same procedures and limitations applicable to appeals of decisions of boards of zoning appeals, as provided in IC 36-7-4, and must be initiated only upon notice of appeal by the division of planning and zoning certifying that this determination interferes with the comprehensive plan. All proceedings and work on the subject premises under the certificate of appropriateness are automatically stayed upon notice of the appeal.

Section 10. (a) If the commission determines that the proposed construction, reconstruction, alteration, or demolition will be appropriate, the secretary of the commission shall forthwith issue to the applicant a certificate of appropriateness.

(b) The commission may impose any reasonable conditions, consistent with the historic preservation plan, upon the issuance of a certificate of appropriateness, including the requirement of executing and recording covenants or filing a maintenance of performance bond. If the commission determines that a certificate of appropriateness should not be issued, the commission shall forthwith place upon its records the reasons for the determination and may include recommendations respecting the proposed construction, reconstruction, alteration, or demolition. The secretary of the commission shall forthwith notify the applicant of the determination transmitting to him an attested copy of the reasons and recommendations, if any, of the commission.

(c) Every determination of the commission upon an application for certificate of appropriateness is subject to review by certiorari upon petition to the circuit or superior court of the county by any aggrieved person, in the same manner and subject to the same limitations as a decision of a board of zoning appeals under IC 36-7-4. However, upon notice of the filing of the petition for writ of certiorari, all proceedings and work on the subject premises are automatically stayed.

(d) An appeal may be taken to the court of appeals of Indiana from the final judgment of the court reversing, affirming, or modifying the determination of the commission in the same manner and upon the same terms, conditions, and limitations as appeals in other civil actions.

Section 11. (a) A hearing officer designated by the commission may conduct the public hearing provided for in this chapter on applications for a certificate of appropriateness. The commission may limit by rule or resolution the applications that a hearing officer may hear and determine.

(b) The hearing officer shall hold a public hearing under the same notice and procedural requirements as are applicable to a hearing before the commission. After the hearing on an application for a certificate of appropriateness, the hearing officer shall make a determination.

(c) The hearing officer may not issue a certificate of authorization.

(d) The hearing officer shall set forth the reasons for the determination and may impose conditions in accordance with section 10 of this chapter.

(e) The commission shall provide reasonable opportunity by rules for the applicant, any commission member, the administrator, or any interested person to file exceptions to the determination of the hearing officer. If an exception is properly filed, the commission shall hold a de novo hearing and make a determination. If such an exception is not filed, the determination of the hearing officer constitutes the final decision of the commission.

Section 12. (a) Whenever the commission finds that the owner of property in any historic area has neglected to keep the property and premises in a clean, sanitary, and tidy condition or has failed to maintain any structure in a good state of repair and in a safe condition, the commission may give the owner written notice to correct the failures or violations within thirty (30) days after receipt of notice, and if the owner fails to comply, then the commission may bring appropriate enforcement actions as provided by subsection (b).

(b) The commission, or any enforcement official of the consolidated city designated by the commission, may enforce this chapter, any ordinance adopted under it, and any convenants or conditions required or imposed by the commission by civil action in the circuit, superior, or municipal court. Any legal, equitable, or special remedy may be invoked, including mandatory or prohibitory injunction or a civil fine. These enforcement actions (except those seeking a civil fine) may also be brought by any interested person or affected owner.

(c) Ordinances adopted under this chapter may provide for penalties for violations, subject to IC 36-1-3-8.

(d) No costs may be taxed against the commission or any of its members in any action.

(e) In actions brought under subsection (b), there may not be changes of venue from the county.

Section 13. (a) Any building, structure, or land use in existence at the time of the adoption of the historic preservation plan that is not in conformity to or within the zoning classification or restrictions or requirements or architectural standards of this plan, shall be considered to be a nonconforming use and may continue, but only so long as the owner or owners continuously maintain this use.

(b) In addition to the requirements pertaining to certificates of appropriateness, the ownership of a nonconforming use is subject to the additional restriction that a nonconforming use may not be reconstructed or structurally altered to an extent exceeding in aggregate cost fifty percent (50%) of the market value thereof unless the structure is changed to a conforming use.

Section 14. This chapter does not supersede IC 14-3-3.2 and is intended to supplement that chapter and IC 36-7-4.

III. CITY OF INDIANAPOLIS, DIVISION OF DEVELOPMENT SERVICES: ZONING CLASSIFICATIONS

In 1922 the City of Indianapolis adopted standardized zoning, which has been updated numerous times. The Fountain Square Commercial Area is primarily zoned commercial with two pockets of industrial zoning. The Fountain Square-Southeastern Subarea Plan recommends commercial/office uses along Virginia Avenue, Shelby and Prospect Streets. It also recommends correcting any existing conflicts between land use and zoning.

The following is a summary of the zoning classifications found in the Fountain Square Commercial Area. The descriptions have been adapted from the Commercial Zoning Ordinance of Marion County, Indiana, as amended ordinance 63-AO-4.

C-4 COMMUNITY-REGIONAL COMMERCIAL DISTRICT

This district permits a full range of retailing, personal services, shopping and durable goods establishments except uses generally having major outdoor operations.

Some of the permitted uses include: any office use or complex; public or semi-public uses; neighborhood shopping center or complex; community shopping center or complex; regional shopping center or complex; retail convenience goods and/or service establishments; indoor commercial amusement, indoor automobile sales; and others.

The general development standards are:

Minimum street frontage: 25 feet
Minimum frontyard setback: 70 feet from center line of right-of-way for a primary or secondary thoroughfare, or the established setback.
Minimum sideyard setback: 0 feet, except where a transitional yard is required.
Minimum rearyard setback: 0 feet, except where a transitional yard is required.

Building height: Maximum height of building and structures shall be sixty-five (65) feet. Within two-hundred (200) feet of any residential district, the maximum height shall be thirty-five (35) feet.

Offstreet parking should comply with the space requirements for the established use. Examples of such requirements are: business, professional or governmental offices which require one space for each one hundred eighty feet of gross floor area; theaters which require one space for each three seats; and retail stores which require one space for each one hundred fifty square feet gross floor area for heavy auto traffic generators or one space for each three hundred square feet gross floor area for light auto traffic generators.

C-5 GENERAL COMMERCIAL DISTRICT

This district permits retail sales and service functions whose operations are typically characterized by outdoor display, storage and/or sales of merchandise; by major repair of vehicles; by outdoor commercial amusement and recreational activities; or by activities or operations conducted in buildings or structures not completely enclosed.

The permitted uses include those allowed under the C-4 district classification as well as auto rental; auto and/or truck sales and repair; new or used; auto repair garage; auto parts sales; and others.

The general development standards for the C-5 General Commercial District are the same as the C-4 Community-Regional Commercial District.

1-3-U MEDIUM INDUSTRIAL URBAN DISTRICT

This district is designed as an intermediate district with uses which are heavier in character than those permitted in the light industrial district yet not of the heaviest type of industry. It should be located away from residential and commercial areas and buffered by lighter industrial uses. Where this district abuts a residential or business district, setbacks should be large and enclosure of activities and storage is required.

Permitted uses in this district include: research laboratories; broadcasting studios and radio or television business offices; assembly operations; manufacture of beverages; manufacture of office machinery, electrical and mechanical; cloth products manufacturing from finished cloth; warehousing and distributing operations; cabinet and furniture manufacturing; and others.

The general development standards for this district are as follows:

Use: All operations located within 300 feet of a residential district boundary shall be conducted within completely enclosed buildings.
Minimum street frontage: 35 feet
Minimum frontyard setback: 105 feet from centerline of the right-of-way for a primary thoroughfare; or 95 feet from centerline of the right-of-way for a secondary thoroughfare
Minimum sideyard setback: 10 feet each side
Minimum rearyard setback: 10 feet
Building height: 50 feet within 300 feet of any residential district; provided any required front, side or rear setback line which is adjacent to a residential district, the maximum height shall be 35 feet (with certain exceptions).
Off street parking: a minimum of one space for each two persons on the premises is required.

The above descriptions were written to give a general overview of the allowed uses and applicable development standards. For more finite definitions of allowed use and required development standards, consult the zoning ordinances and the staff in the Zoning Section of the Division of Development Services, 2101 City-County Building.

IV. GUIDELINES FOR APPLYING STANDARDS FOR REHABILITATION

Recommended	*Not Recommended*
The Environment	
Retaining distinctive features such as the size, scale, mass, color, and materials of buildings, including roofs, porches, and stairways that give a neighborhood its distinguishing character.	Introducing new construction into neighborhoods that is incompatible with the character of the district because of size, scale, color and materials.
Retaining landscape features such as parks, gardens, street lights, signs, benches, walkways, streets, alleys, and building set-backs that have traditionally linked buildings to their environment.	Destroying the relationship of buildings and their environment by widening existing streets, changing paving material, or by introducing inappropriately located new streets and parking lots that are incompatible with the character of the neighborhood.
Using new plant materials, fencings, walkways, street lights, signs, and benches that are compatible with the character of the neighborhood in size, scale, material and color.	Introducing signs, street lighting, benches, new plant materials, fencings, walkways, and paving materials that are out of scale or inappropriate to the neighborhood.
Building Site	
Identifying plants, trees, fencings, walkways, outbuildings, and other elements that might be an important part of the property's history and development.	
Retaining plants, trees, fencings, walkways, street lights, signs, and benches that reflect the property's history and development.	Making changes to the appearance of the site by removing old plants, trees, fencings, walkways, outbuildings, and other elements before evaluating their importance in the property's history and development.
Basing decisions for new site work on actual knowledge of the past appearance of the property found in photographs, drawings, newspapers, and tax records. If changes are made, they should be carefully evaluated in light of the past appearance of the site.	Leaving plant materials and trees in close proximity to the building that may be causing deterioration of the historic fabric.
Providing proper site and roof drainage to assure that water does not splash against building or foundation walls, nor drain toward the building.	
Building: Structural Systems	
Recognizing the special problems inherent in the structural systems of historic buildings, especially where there are visible signs of cracking, deflection, or failure.	Disturbing existing foundations with new excavations that undermine the structural stability of the building.
Undertaking stabilization and repair of weakened structural members and systems.	Leaving known structural problems untreated that will cause continuing deterioration and will shorten the life of the structure.
Supplementing existing structural systems when damaged or inadequate. Replace historically important structural members only when necessary.	

Recommended	*Not Recommended*
Building: Exterior Features	
Masonry: Brick, stone, terra cotta, concrete, stucco, and mortar	
Retaining original masonry and mortar, whenever possible, without the application of any surface treatment.	Applying waterproof or water repellent coatings or surface consolidation treatments unless required to solve a specific technical problem that has been studied and identified. Coatings are frequently unnecessary, expensive, and can accelerate deterioration of the masonry.
Repointing only those mortar joints where there is evidence of moisture problems or when sufficient mortar is missing to allow water to stand in the mortar joint.	Repointing mortar joints that do not need repointing. Using electric saws and hammers to remove mortar can seriously damage the adjacent brick.
Duplicating old mortar in composition, color, and texture.	Repointing with mortar of high Portland cement content, thus creating a bond that can often be stronger than the building material. This can cause deterioration as a result of the differing coefficient of expansion and the differing porosity of the material and the mortar.
Duplicating old mortar in joint size, method of application, and joint profile.	Repointing with mortar joints of a differing size or joint profile, texture, or color.
Repairing stucco with a stucco mixture that duplicates the original as closely as possible in appearance and texture.	
Cleaning masonry only when necessary to halt deterioration or to remove graffiti and stains and always with the gentlest method possible, such as low pressure water and soft natural bristle brushes.	Sandblasting, including dry and wet grit and other abrasives, brick, or stone surfaces; this method of cleaning erodes the surface of the material and accelerates deterioration. Do not use chemical cleaning products that would have an adverse chemical reaction with the masonry materials, i.e., acid on limestone or marble.
Repairing or replacing, where necessary, deteriorated material with new material that duplicates the old as closely as possible.	Applying new material, which is inappropriate or was unavailable when the building was constructed, such as artificial brick siding, artificial cast stone, or brick veneer.
Replacing missing significant architectural features, such as cornices, brackets, railings, and shutters.	Removing architectural features such as cornices, brackets, railings, shutters, window architraves, and doorway pediments.
Retaining the original or early color and texture of masonry surfaces, including early signage, wherever possible. Brick or stone surfaces may have been painted or whitewashed for practical and aesthetic reasons.	Removing paint from masonry surfaces indiscriminately. This may subject the building to damage and change its appearance.
Wood: Clapboard, weatherboard, and shingles	
Retaining and preserving significant architectural features, whenever possible.	Removing architectural features such as siding, cornices, brackets, window architraves, and doorway pediments. These are, in most cases, an essential part of a building's character and appearance that illustrates the continuity of growth and change.
Repairing or replacing, where necessary, deteriorated material that duplicates in size, shape, and texture the old as closely as possible.	Resurfacing frame buildings with new material, which is inappropriate or was unavailable when the building was constructed, such as artificial stone, brick veneer, asbestos or asphalt shingles, and plastic or aluminum siding. Such material can also contribute to the deterioration of the structure from moisture and insects.

Recommended	*Not Recommended*

Building: Exterior Features—continued

Architectural Metals: Cast iron, steel, pressed tin, aluminum, and zinc

Retaining original material, whenever possible.	Removing architectural features that are an essential part of a building's character and appearance and thus illustrate the continuity of growth and change.
Cleaning, when necessary, with the appropriate method. Metals should be cleaned by methods that do not abrade the surface.	Exposing metals that were intended to be protected from the environment. Do not use cleaning methods which alter the color or texture of the metal.

Roofs

Preserving the original roof shape.	Changing the essential character of the roof by adding inappropriate features such as dormer windows, vents, or skylights.
Retaining the original roofing material, whenever possible.	Applying new roofing material that is inappropriate to the style and period of the building and neighborhood.
Providing adequate roof drainage and insuring that the roofing materials provide a weathertight covering for the structure.	
Replacing deteriorated roof coverings with new material that matches the old in composition, size, shape, color, and texture.	Replacing deteriorated roof coverings with new materials that differ to such an extent from the old in composition, size, shape, color, and texture that the appearance of the building is altered.
Preserving or replacing, where necessary, all architectural features that give the roof its essential character, such as dormer windows, cupolas, cornices, brackets, chimneys, cresting, weather vanes, gutters, downspouts, and lightning rods.	Stripping the roof of architectural features important to its character.

Windows and Doors

Retaining and repairing existing windows and door openings, including window sash, glass, lintels, sills, architraves, shutters, doors, pediments, hoods, steps, and all hardware.	Introducing new window and door openings into the principal elevations, or enlarging or reducing window or door openings to fit new stock window sash or new stock door sizes.
	Altering the size of window panes or sash. Such changes destroy the scale and proportion of the building.
Duplicating the material, design, and hardware of the older window sash and doors if new sash and doors are used.	Installing inappropriate new window or door features such as aluminum storm and screen window insulating glass combinations that require the removal of original windows and doors or the installation of plastic, canvas, or metal strip awnings or fake shutters that detract from the character and appearance of the building.
Installing visually unobtrusive storm windows and doors that do not damage existing frames and that can be removed in the future.	
Using original doors and door hardware when they can be repaired and reused in place.	Discarding original doors and door hardware when they can be repaired and reused in place.

Recommended	*Not Recommended*

Building: Exterior Features—continued

Entrances and Porches

Retaining porches and steps that are appropriate to the building and its development. Porches or additions reflecting later architectural styles are often important to the building's historical integrity and, wherever possible, should be retained.	Removing or altering porches and steps that are inappropriate to the building's development and style.
Repairing or replacing, where necessary, deteriorated architectural features of wood, iron, cast iron, terra cotta, tile and brick.	Stripping porches and steps of original material and architectural features such as handrails, balusters, columns, brackets, and roof decorations of wood, iron, cast iron, terra cotta, tile and brick.
	Enclosing porches and steps in a manner that destroys their intended appearance.

Building: Exterior Finishes

Discovering the historic paint colors and finishes of the structure and repainting with those colors to illustrate the distinctive character of the property.	Removing paint and finishes down to the bare surface; strong paint strippers, whether chemical or mechanical, can permanently damage the surface. Also, stripping obliterates evidence of the historical paint finishes.
	Repainting with colors that cannot be documented through research and investigation to be appropriate to the building and neighborhood.

New Construction

Keeping new additions and adjacent new construction to a minimum, making them compatible in scale, building materials, and texture.	
Designing new work to be compatible in materials, size, scale, color, and texture with the other buildings in the neighborhood.	Designing new work which is incompatible with the other buildings in the neighborhood in materials, size, scale, and texture.
Using contemporary designs compatible with the character and mood of the building or the neighborhood.	Imitating an earlier style or period of architecture in new additions, except in rare cases where a contemporary design would detract from the architectural unity of an ensemble or group. Especially avoid imitating an earlier style of architecture in new additions that have a completely contemporary function such as a drive-in bank or garage.
	Adding new height to the building that changes the scale and character of the building. Additions in height should not be visible when viewing the principal facades.
	Adding new floors or removing existing floors that destroy important architectural details, features, and spaces of the building.
Protecting architectural details and features that contribute to the character of the building.	

Recommended	*Not Recommended*
New Construction—continued	
Placing television antennae and mechanical equipment, such as air conditioners, in an inconspicuous location.	Placing television antennae and mechanical equipment, such as air conditioners, where they can be seen from the street.
Mechanical Systems	
Installing necessary mechanical systems in areas and spaces that will require the least possible alteration to the structural integrity and physical appearance of the building.	Causing unnecessary damage to the plan, materials, and appearance of the building when installing mechanical systems.
Utilizing early mechanical systems, including plumbing and early lighting fixtures, where possible.	Attaching exterior electrical and telephone cables to the principal elevations of the building.
Installing the vertical runs of ducts, pipes, and cables in closets, service rooms, and wall cavities.	Installing vertical runs of ducts, pipes, and cables in places where they will be a visual intrusion.
	Concealing or "making invisible" mechanical equipment in historic walls or ceilings. Frequently, this concealment requires the removal of historic fabric.
	Installing "dropped" acoustical ceilings to hide mechanical equipment. This destroys the proportions and character of the rooms.
Insuring adequate ventilation of attics, crawlspaces, and cellars to prevent moisture problems.	
Installing thermal insulation in attics and in unheated cellars and crawlspaces to conserve energy.	Installing foam, glass fiber, or cellulose insulation into wall cavities of either wooden or masonry construction. This has been found to cause moisture problems when there is no adequate moisture barrier.
Safety and Code Requirements	
Complying with code requirements in such a manner that the essential character of a building is preserved intact.	
Working with local code officials to investigate alternative life safety measures that preserve the architectural integrity of the building.	
Investigating variances for historic properties allowed under some local codes.	
Installing adequate fire prevention equipment in a manner that does minimal damage to the appearance or fabric of a property.	
Adding new stairways and elevators that do not alter existing facilities or other important architectural features and spaces of the building.	Adding new stairways and elevators that alter existing exit facilities or important architectural features and spaces of the building.

V. FSFPIC LANDSCAPE RECOMMENDATIONS ALONG VIRGINIA AVENUE

The purpose of this report is to recommend possible options for the infilling of the small strips of property left between the new concrete sidewalks and curbs along Virginia Avenue. A variety of individual materials are given as possible solutions, as well as recommended environments, conditions, and maintenance requirements.

The goal of these recommendations is to inform building owners of a limited number of the best possible solutions that will provide a unified approach to landscaping the corridor.

AREA

The area considered in this report extends along Virginia Avenue from the 500 block at Fletcher Avenue to the 1100 block at the fountain in Fountain Square. Also considered are the first block in each direction of the streets which radiate from the fountain. The primary areas of concern are the dirt and weed strips of land along the first five blocks of Virginia Avenue. These strips are six (6) feet wide and vary in length from six (6) feet to two hundred (200) feet. The present condition of these areas is poor at best. Primarily filled with clay, growing only weeds, and collecting trash, these areas provide only an unused opportunity to add to the image of the area. Some of the areas have been planted with one inch caliper Hawthorn and Maple trees, planted 30 to 40 feet apart.

Also considered is the area within the first block of the fountain, which has a sidewalk that extends from the building to the curb and has had trees (primarily Hawthorns) planted in four (4) foot square cut outs. These trees are in relatively good condition, with a few trees missing or dead. The area under these trees is a trash collector.

RECOMMENDATIONS

The following materials are recommended for the landscaping of the designated areas. Recommended are the best materials for the general area, but do not address specific locations. Each building owner should look at these recommendations as a guideline to choosing the best materials to fit the building and owner's needs.

A. Trees

The following trees are given as the best for the urban conditions which exist along Virginia Avenue. Each of the trees given here are for specific conditions and each achieves a different effect. Descriptions are given for each tree with general planting instructions given at the end of this report.

Norway Maple (Acer Platanoides)

Description--The Norway Maple is a very dense foliage and shade tree which obscures the view of anything behind it. A fast growing tree, achieving a mature height of 90 feet after 30 to 40 years. The only recurring maintenance required is the clean-up of large quantities of large leaves each fall.

Recommendation--We recommend the Norway Maple be planted only in front of buildings which set back away from the street, such as car lots or vacant lots which are projected to remain vacant. A tree of this density will help to fill the voids in the urban fabric.

Cordata Littleleaf Linden (Tilia Cordata)

Description--The Littleleaf Linden is a medium-size (45 feet at maturity), fast-growing tree. A dense and glossy foliage in a rounded form characterizes the tree. The Linden also has a very fragrant flower. This particular type of tree may be seen in front of the Merchants Plaza downtown.

Recommendations--The Cordata Littleleaf Linden is a good alternative to the Norway Maple if a smaller, less dense tree is desired. A building will be partially hidden if the Linden is planted in front of it.

Bradford Pear

Description--The Bradford Pear is a newly developed tree specifically designed for the city. A small leaf, light foliage, and a small white flower in the spring characterize the tree. The branches of the tree begin at a higher point to allow for pedestrians to walk easily under the tree. The Bradford Pear may be seen downtown in Obelisk Square.

Recommendation--The Bradford Pear would be good for in front of many of the buildings, allowing a filtered view of the upper stories. The Bradford is also well suited for providing shade and the mobility of people at seating areas. A minimal clean-up of leaves will be required.

Honey Locust (Gleditsia Triacanthos)

Description--The Honey Locust is a very hardy, high branching tree having a very transparent look in a rectangular shape. The tree is fast growing, reaching a mature height of 25 feet. The small leaves require little or no cleanup in the fall.

Recommendations--The Honey Locust should be located in areas which require high visibility. This is well suited to almost all the buildings fronting on the street. The minimal maintenance required also make the Honey Locust a good choice.

B. Shrubs

Even though shrubs may not seem a logical choice for these areas, they may be very desirable in areas which will receive no maintenance and where restricting or rerouting pedestrian flow is needed; or to highlight a specific feature such as an entry. Descriptions are given for each shrub and recommendations as to suitable situations and location.

Cotoneaster Apiculata (Cotoneaster Apiculata)

Description--The Cotoneaster Spiculata is a loose, shapeless form of shrub. An evergreen with green leaves in the summer and crimson in the winter, this Cotoneaster grows to a height of 4 to 6 feet and bares thorns. The loose shape shrub requires no trimming and minimal maintenance.

Recommendations--The Cotoneaster Apiculata can be planted as an accent at the corners of walkways to both highlight the walk and prevent pedestrians from cutting across the corners. The shrub requires no trimming and little maintenance.

Compact American Cranberry Jiburnum (Viburum Opulus Compacta)

Description--This Viburum grows in a very dense compact form to a height of 5 feet. A colorful foliage emerges in the fall. This shrub required no trimming and little maintenance.

Recommendation--The Compact American Cranberry Viburnum can be used much like the Cotoneaster Apiculata. The Viburnum may not be as successful in prohibiting pedestrian traffic.

C. Ground Cover

The current most desirable means of covering the dirt is a form of ground cover. Many very different forms of ground cover are available but many are not conducive to these urban conditions.

Description--Grass is the most common ground cover suitable for these conditions. Grass will provide an even, durable surface for landscaping.

Recommendation--Grass will be the most desirable ground cover for the corridor. Constant maintenance requirements will be the major drawback to grass. Ideal for providing a covering which does in no way obscure the view of the building or prevent customers from getting to the building.

Wintercreeper (Euonymus Fortunei Vegetus)

Description--Wintercreeper grows as a dense, lustrous evergreen ground cover. This ground cover is hardy in city conditions and will withstand some pedestrian traffic.

Recommendation--Wintercreeper is only recommended for areas which will receive no maintenance and which require a low lying ground cover type vegetation. This ground cover will require constant care for the first year with only very minimal maintenance in subsequent years.

D. Hard Surface Paving

The last option for providing a covering for these areas is a hard surface paving. This option should only be used in a limited manner in only specific situations. Brick paving is the only material recommended to satisfy this limited need.

Brick Paving

Description--A red paving brick laid in a basket weave configuration is used to provide a flat surface. The bricks are laid on a bed of compacted sand and have sand swept into the joints.

Recommendations--This surface is only recommended for areas which will receive constant traffic or unusual pedestrian traffic. Brick pavers may also be used in areas which will receive no maintenance. This type of surface may appear to be maintenance free, but the surface may require major and minor repair as well as constant removal of weeds after the first 3 to 5 years.

PLANT INSTRUCTIONS

The care taken in planting and the first year's maintenance is critical to the survival and growth of plant material.

The most desirable time for planting any of the vegetation materials is from October through March. The only restriction may be during the cold winter months when the ground is frozen. The plant should be watered regularly for at least the first summer. If planting is not within the recommended time, a more careful watering schedule will have to be taken.