The Market House was used as a meat market and the ground floor of Tomlinson Hall was used for a vegetable market (6, p. 270).

Notes on all known alterations and additions:
 Heating was needed in the Market House and the city gave authorization in 1887 for the purchase of three large cannon stoves to be placed in the Market House (6, p. 823). In the following year the city authorized advertising for piping Tomlinson Hall and the Market House for natural gas for heating (7, p. 548). Tomlinson Hall had been heated by coal, and the cost was thought excessive (6, p. 26). Architect Bohlen was authorized in 1898 to prepare plans for a natural gas furnace to be used for the burning of offal at the market (7, pp. 420, 452).

In 1892 the Marketmaster in his annual report referred to the land used as a hay market, which was the rest of the block east of the Market House. He recommended that the hay market be moved elsewhere and that the space be used for a "gardeners' market" (a "garden" in the middle west is a vegetable garden, not a flower garden) and that suitable buildings be erected on this land. The recommendation was made in the hope of solving a problem of traffic congestion caused by the fact that on the three market days of the week, the east side of Delaware Street from Washington to Market and the south side of Market Street from Delaware to Alabama were used for "trafficking and trading." In addition, electric lighting was recommended because in summer "the heat from the gas jets is very depressing." Proper street drainage was needed too, because rainwater puddling at Market and Alabama Streets impeded traffic (4, pp. 159, 160).

By 1893 the hay market had been moved elsewhere and the space vacated was being used by the gardeners, but a building for them was still lacking (6, p. 270). In 1899 it was noted that use of narrow space between the Market House and Tomlinson Hall merely as a place to park empty wagons was a poor use of this space. Another city market was opened on 23 August 1899 in old streetcar barns on the south side of town in another effort to relieve congestion at the East Market, as Tomlinson Hall market and the Market House were often called (9, pp. 231, 232). The south market was not successful. It drew too little patronage, so it was abandoned 31 Aug. 1905 (10, pp. 8, 23).

In the comptrollers report for 1900, expenditure for gas for the East Market is given as $2549 (11, p. 17). Part of this was for heating, it will be recalled. For the following year, $3427 was spent for gas and electricity (12, p. 12). It would appear that some electric lighting was installed in 1901.

In his annual message of January 1900, the mayor made another recommendation "for the erection of a permanent structure at the East Market" and other improvements, and recommended that the cost be paid from a short term loan by issuing bonds (9, p. 9). The market masters recommended a structure east of the Market Building in 1901 and 1902.
The January 1903 report of the Board of Public Safety, under whose control the markets lay, made the same recommendation. Construction took place in 1903, for the December (1903) Report of the Board of Public Works reads: "During the past year our predecessors constructed the new vegetable market building at the East Market and the additional market building between Tomlinson Hall and the East Market at a cost of $30,000." (14, p. 41) In the Controllers' Report, receipts from the Market House Bonds of 1903 are given at $30,235. (14, p. 14). The Report of the Board of Public Safety notes: "Since completion of the new addition to the East Market House we have been able to place all retailers, as well as patrons, under shelter at all times of the year..." (14, p. 173).

The Midway Market has a flat roof with one long central monitor running north-south, nine small rectangular monitors ground to the west of the center of the roof. Both of one additions are of brick bearing - wall construction with lightweight steel trusses and steel columns supporting the roof.

Heating the market remained a problem. The Midway Market had no heat, and there were two stoves in the Market House and four in the East Building. (15, p. 313). In 1907, new toilet rooms were built at the north end of the Midway Market—formerly the only public toilets in the whole market had been in Tomlinson Hall, and they were out of order most of the time— and all stands and platforms were raised 10 inches above the floor for ease of flushing (15, p. 247). A new gas lighting system was installed in 1908, a complete drainage system to allow proper flushing of the buildings, and ramps were built to replace the steps at entrances connecting the Market House with its additions (17, p. 213).

By 1919, considerable dissatisfaction with the market buildings had taken the form of plans to remodel the buildings (18), then to rent them and construct a new market building in their place, connecting to Tomlinson Hall on the east (19). Another plan, in 1922, proposed removing both Tomlinson Hall and the Market buildings and replacing them with a new auditorium seating 10,000 people and a two-story market, all on the same, original site (20).

The plans for new construction did not materialize, but necessary repairs were authorized in 1923 (21).

In January 1958, Tomlinson Hall was so severely damaged by fire that the building had to be razed (22). The Midway Market was remodeled and was opened for use in April 1959 (23). The west wall of the Midway Market would appear to date from this time. At the southeast corner of the building a portion of the brick wall of Tomlinson's Hall remains with its limestone quoins quite prominent. The nearby plaque now set in the rebuilt west wall of the Midway Market must have been installed there when this wall was built in 1958 or 1959 and must have been salvaged from Tomlinson Hall.
HISTORIC EVENTS AND PERSONS ASSOCIATED WITH THE BUILDING

D. A. Bohlen, the architect, was born in Hanover, Germany, studied architecture at Helzeniden, and traveled and worked in Europe before coming to the United States in 1852. He worked for a short time in the office of Francis Carapin, then established his own practice in Indianapolis, continuing in practice until his death. He was also architect of the Crown Hill Chapel, St. John's Cathedral, and Roberts Park Church, all in Indianapolis.

SOURCES OF INFORMATION

Primary and unpublished sources:

Secondary and published sources:


3. City of Indianapolis, Indiana. Journals of the Common Council, etc...from January 7 and including December 22, 1894. Indianapolis, 1895.

4. First Annual Message of Honorable Thomas L. Sullivan, Mayor of Indianapolis, with Annual Reports of Heads of Department of the City Government to January 1, 1892. Indianapolis, 1892.


6. City of Indianapolis, Indiana. Journals of the Common Council, etc...for the Year 1897. Indianapolis, 1898.

7. City of Indianapolis, Ind. Journals, etc...for the Year 1898. Indianapolis, 1899.

8. First Annual Message of Honorable Caleb S. Denny, Mayor of Indianapolis with Annual Reports of Heads of Departments of the City Government to January 1, 1894. Indianapolis, 1894.

9. Fifth Annual Message of Thomas Taggart, Mayor of Indianapolis, etc... to January 1, 1900. Indianapolis, 1900.

11. Sixth Annual Message of Thomas Taggart etc... to January 1, 1904. Indianapolis, 1904.

12. Seventh Annual Message of Charles A. Bookwalter, etc... to January 1, 1902. Indianapolis, 1902.

13. Second Annual Message of Charles A. Bookwalter, etc... to January 2, 1903. Indianapolis, 1903.


Likely sources yet to be investigated: None known.

Supplementary Material:

1. The market building that stood on the site previous to Tomlinson Hall and the present building was a long, low and narrow brick building with a gable roof and low hafly. The paving was brick. Wood for fuel was sold there, sawyers cutting the wood as each order was sold. The head of the house would do the shopping early each morning, also coming home with the news of the day. The market then served also as a place of discussion, a public forum. These are reminiscences of an old newspaper reporter. His article also includes a sketch of the old building by Oscar Bohlen, son of D. A. Bohlen (24).

2. The Tomlinson Hall design was chosen as the result of an architectural competition. George W. Bunting, Charles G. Mueller, E. J. Hodgson, D. A. Bohlen and J. H. and A. H. Stem submitted drawings.
Bohlen, as we have seen, received the commission (3, p. 332-333). Stem and Stem's drawings are in the Smith Historical Society Library at the Indiana State Library and Historical Society Building in Indianapolis.

Prepared by:

Wesley I. Shank, architectural historian

August, 1971

IOWA STATE UNIVERSITY
PART II ARCHITECTURAL DESCRIPTION

A. GENERAL STATEMENT

1. Architectural Merit and Interest: The City Market is an excellent example of the Romanesque Revival Style of architecture. The first stage, central pavilion, was built in 1857 and is without question the finest element of the composition. It is most unique that the 19th century market building is still extant in the Central Business District of a large urban center only two blocks east of the center of the city (Monument Circle). The structure occupies the site that was platted as an open air market in the original plan of the city (1821). The interior space of the central pavilion is a fine space defined by a series of light metal trusses. The market building has been largely renovated in recent years and as a result, the building has become an important nodal point in the Central Business District.

2. Condition of Fabric: Good to excellent

B. DETAILED DESCRIPTION OF EXTERIOR

1. Overall Dimensions: 204'-0" x 316'-0"

2. Number of Bays: Three distinct units.

3. Number of Stories: One

4. Layout, Shape: Rectangular

5. Foundations: Rough faced ashlar three courses high (above sidewalk). Top course has beveled edge.

6. Wall Construction, Finish and Color: Red brick laid up in common bond; the flanking elements of the central pavilion are laid up in a similar manner. Horizontal band course about 10'-0" above foundation is about 11'-0" high and carries a pair of brick pilasters which define a brick arch. The pilaster caps and keystone of the arch are of limestone. A limestone slab is set above the keystone and the word "market" is spelled out in raised limestone letters. A simple limestone pediment surmounts the limestone slab. A limestone acroterion is set at the apex of the pediment.
7. Structural System, Framing: Concrete slab on grade. Main pavilion is spanned by a series of light metal trusses (12 trusses) with horizontal tie rods. The trusses are carried by slender free standing cast iron columns round in cross section.

8. Porches, Stoops, Bulldheads, etc.: Main entrance is described in B-6 Wall Construction. The doors at the main entrance and elsewhere are modern aluminum units. All door units are deeply set in brick recesses.

9. Chimneys: None

10. Openings:
   Doorways and Doors:
   Modern aluminum

Windows and Shutters:
There are three high windows on each side of the main entrance. These are narrow but tall openings, round headed, their sill is a horizontal stone band course c. 10'-0" above the foundation. The center unit in each set is glazed 8 panes with metal shutters on the inside. The flanks are adjustable metal louvres and all frames are painted green.

The 12 higher windows are also defined by round headed brick arches. Their sill height is constant and defined by a horizontal stone band course. The heights vary because they are defined by the raking cornice of the gable roof. These windows are wooden sash with wire glass; the number of panes varies. Frames and most panes are painted green.

11. Roof:
Shape, Covering: Central pavilion has gable roof; ridge runs north to south. Built up roof. West wing has low rectangular monitor roof, north to south, flanking built up roof. The east wing has a flat built up roof.

Cornice, Eaves: Stone cornices, copper flashing and fascias.
C. DETAILED DESCRIPTION OF INTERIOR

1. Floor Plans:
   One floor rectangular spaces defined by series of north south walls divide market building into a series of spaces. Restaurant (modern) at northwest corner. Indoor parking at east end of building.

2. Stairways: None

3. Flooring: Concrete

4. Wall and Ceiling Finish:
   Walls: Brick painted white
   Ceiling: Wood deck of roof is exposed and buff in color in central pavilion. Side spaces are 2 x 4 on edge and painted white.

5. Doorways and Doors: Modern aluminum doors.

6. Special Decorative Features, Trim and Cabinet Work: None

7. Notable Hardware: None

8. Mechanical Equipment:
   Heating: Steam from city's central system, modern unit heaters.
   Lighting: Modern electric
   Plumbing: Modern
   Notable Fixtures: None

D. SITE AND SURROUNDINGS:

1. General Setting: Urban. Sidewalks on perimeter with small paved parking area at west end of site. Facade is the south elevation.
2. Historic Landscape Design: None

3. Outbuildings: None
**National Register of Historic Places Inventory - Nomination Form**

**1. Name**

**City Market**

**2. Location**

**Street and Number:**

222 East Market Street

**City or Town:**

Indianapolis

**State:**

Indiana

**Code:**

Marion

**3. Classification**

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<th>Category</th>
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**Present Use**

- Agricultural
- Government
- Park
- Transportation
- Commercial
- Industrial
- Park
- Private Residence
- Other (Specify)
- Educational
- Military
- Religious
- Entertainment
- Military
- Scientific

**4. Owner of Property**

**Owner's Name:**

City of Indianapolis

**Street and Number:**

222 East Market Street

**City or Town:**

Indianapolis

**State:**

Indiana

**Code:**

Marion

**5. Location of Legal Description**

**Courthouse, Registry of Deeds, etc.:**

City-County Building

**Street and Number:**

**City or Town:**

Indianapolis

**State:**

Indiana

**Code:**

Marion

**6. Representation in Existing Surveys**

**Title of Survey:**

Historic American Buildings Survey

**Date of Survey:**

1970

☑ Federal  ☐ State  ☐ County  ☐ Local

**Depository for Survey Records:**

Historic American Buildings Survey

**Street and Number:**

801 19th Street

**City or Town:**

Washington

**State:**

D.C.
The City Market is a simple rectangular one story building of red brick and trimmed in limestone. The facade (south elevation) is expressed as three distinct units. The central unit, the first to be constructed, is similar to the facade of a basilican church in the romanesque style. A pediment terminates the gable roof, the ridge running from north to south. Handsome square brick towers of red brick with limestone banding define the raking cornice of the gabled facade. The upper parts of the towers are free standing and are terminated by low pitched hipped roofs. The facade is pierced by a series of long narrow windows with round headed brick arches. Their sill height is constant but their height is defined by the raking cornice of the gable. At the apex of the gable is a fine acroterion. The central unit of the facade is well-proportioned and has been only slightly altered by the substitution of a series of modern aluminum doors and frames. The flanking elements of the facade are less impressive but are in context with the central unit.

The interior of the central unit is one of the really fine public spaces in Indianapolis. The space is expressed as a nave with side aisles. The nave is about 200' long on the north-south axis and is spanned from east to west by 12 light-weight iron trusses. The span of the trusses is about 60'. The trusses are carried by very slender free standing cast iron columns and are round in section. The wood deck is exposed and painted white. Thus the nave is expressed as a gabled shed. The clerestory is defined by a continuous band of metal framed industrial sash. The much lower side aisles are defined on the west and east by brick walls. The north and south masonry walls of the nave are penetrated by a series of long narrow windows and iron louveres.

The spatial character is one of openness that is greatly enhanced by the floating quality of the iron trusses and slender iron columns. There is a similarity between this space and a typical unit of the Les Halles in Paris.

The spaces of the nave and side aisles are divided into a series of open stalls for a variety of service and shops.

The west and east wings were added c. 1903 and although they are less imaginative spatially and structurally they are none the less interesting spaces and harmonize extremely well with the original market building.
### 3. SIGNIFICANCE

**PERIOD** (Check One or More as Appropriate)
- [ ] Pre-Columbian
- [ ] 16th Century
- [ ] 18th Century
- [ ] 19th Century
- [ ] 20th Century

**SPECIFIC DATE(S)** (If Applicable and Known)

**AREAS OF SIGNIFICANCE** (Check One or More as Appropriate)

- [ ] Aboriginal
- [ ] Prehistoric
- [ ] Historic
- [ ] Agriculture
- [ ] Architecture
- [ ] Art
- [ ] Commerce
- [ ] Communications
- [ ] Conservation
- [ ] Education
- [ ] Engineering
- [ ] Industry
- [ ] Invention
- [ ] Landscape
- [ ] Literature
- [ ] Music
- [ ] Political
- [ ] Religion/Phil.
- [ ] Science
- [ ] Sculpture
- [ ] Social Humanitarian
- [ ] Theater
- [ ] Transportation
- [ ] Urban Planning
- [ ] Other (Specify)

### STATEMENT OF SIGNIFICANCE

Architectural Merit and Interest: The City Market is an excellent example of late nineteenth century eclecticism akin to the Romanesque solutions James Renwick, Jr. The first phase, central pavilion, was built in 1886 and designed by D. A. Bohlen and Son and is the finest element of the market building complex. It is most unique that the nineteenth century market building is still extant in the Central Business District of a large urban center only two blocks east of the center of the city (Monument Circle). The structure occupies the site that was platted as an open air market in the original plan of the city in 1821 by Alexander Ralston. The interior space of the central pavilion is a fine space defined by a series of light weight iron trusses. The market building has been largely renovated in recent years and as a result, the building has become an important nodal point in the Central Business District.
**Major Bibliographical References**

City of Indianapolis. Journals of the Common Council...for the Year 1886. Indianapolis, 1887.


First Annual Message of John W. Holtzman...for the Year Ending Dec. 31, 1903. Indianapolis, 1904.

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### Geographical Data

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**Approximate Acreage of Nominal Property**: 1/2 acre

**List of States and Counties for Properties Overlapping State or County Boundaries**

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<th>CODE</th>
<th>COUNTY</th>
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<td>Code</td>
<td>Marion</td>
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</tbody>
</table>

**Form Prepared By**

David R. Hermansen - Supervisor

**Historic American Buildings Survey**

August 1971

**Street and Number**

224 North College Avenue

**City or Town**

Indianapolis

**State**

Indiana

---

**State Liaison Officer Certification**

As the designated State Liaison Officer for the National Historic Preservation Act of 1966 (Public Law 93-305), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service. The recommended level of significance of this nomination is:

- National [ ]
- State [ ]
- Local [ ]

**Note**

**Tent.**

**Date**

---

**National Register Verification**

I hereby certify that this property is included in the National Register.

Chief, Office of Archeology and Historic Preservation.

Date

**Attent:**

Keeper of The National Register

Date
NATIONAL REGISTER OF HISTORIC PLACES
PROPERTY MAP FORM
(Type all entries - attach to or enclose with map)

1. NAME:
   COMMON: City Market
   AND/OR HISTORIC: 

2. LOCATION
   STREET AND NUMBER: 222 East Market Street
   CITY OR TOWN: Indianapolis
   STATE: Indiana
   CODE: 
   COUNTY: Marion
   CODE: 

3. MAP REFERENCE
   SOURCE: U.S.G.S.
   SCALE: 7.5 minute series
   DATE: 1957

4. REQUIREMENTS
   TO BE INCLUDED ON ALL MAPS:
   1. Property boundaries where required.
   2. North arrow.
   3. Latitude and longitude reference.

---

NATIONAL REGISTER OF HISTORIC PLACES
PROPERTY PHOTOGRAPH FORM
(Type all entries - attach to or enclose with photograph)

1. NAME:
   COMMON: City Market
   AND/OR HISTORIC: 

2. LOCATION
   STREET AND NUMBER: 222 East Market Street
   CITY OR TOWN: Indianapolis
   STATE: Indiana
   CODE: 
   COUNTY: Marion
   CODE: 

3. PHOTO REFERENCE
   PHOTO CREDIT: Jack Boucher HABS
   DATE OF PHOTO: Summer 1970
   NEGATIVE FILED AT: HABS

4. IDENTIFICATION
   DESCRIBE VIEW, DIRECTION, ETC.
   HABS file
PRESENT PLANS

Present plans for the Market Square use the City Market as a focal point for the cluster of an office building, parking garage, future hotel, and sports arena.

The City Market Restoration project includes the construction of two side "sheds" to house fifty percent expanded market space. Justification for this expansion comes from a questionnaire distributed to the stakeholders of the market; nearly all said they required more space. They are presently using their stands as space for storage. The plans also call for the demolition of the east and west wings of the market building (built in 1903) due to their deteriorating condition. The new "sheds" pull away from the sides of the original market building and are faced with glass to afford a view of the side facades. The implication is that the original market building is pure, flawless and untouchable. An extensive stripping and cleaning up of the side facades is necessary as they were plastered and dry-walled over as interior walls.

The open space between the new and the old will be used as a landscaped plaza, even though there is already one on the opposite (south) side of the City-County Building. The idea of the plaza is to encourage pedestrian scale activity.

The construction will cover what used to be parking lots for the market. By present-day standards, only fifteen parking spaces could be accomodated on the east lot, the west lot above the "catacombs" poses structural problems. Pedestrianization of the site calls for the elimination of the automobile. Several studies have shown that there is no need for on-site parking as two parking garages nearby can handle the parking load with 1100 parking spaces.

It is hoped that the stakeholders in the east "shed" will be encouraged to stay open later as the crowd from the Market Square Arena disperses across the pedestrian bridge crossing Alabama Street into the new market space. The upper level walkway system planned for the Central Business District of Indianapolis will be accomodated inside the "sheds" and connect with a balcony level in the original market building. Plans for the "catacombs" are for a restaurant to occupy that space, accessible by a small stair from the west "shed." The project also includes some administrative space, a loading dock, and cold storage on the lower level. Lilly Endowment supplied the funding of $4.7 million for the project.
Basically, present plans for the City Market are for accommodation of market expansion. The root of the problem is rather market reorganization. Expanding the market for storage needs is a wrong concept. To preserve the intensity of the market, storage of surplus stock should occur off the market floor. One of the principles of market operation is the conservation of space and the intensification of retail selling.

Expanding the market into side buildings connected to the original market building by glass entry corridor is also a wrong concept. The market floor should be perceived as a unified space. The 1903 additions achieved this by harmonizing with the original building's architectural character and by touching the entire sides of the original building with access by three doorways and the inside. Thus a walk-around route was established. The new plans will only serve to fragment the market's intensity and potentially create "dead" ends.

Perhaps the greatest fault with the new plans is the walls of south-facing glass which view onto the side facades of the original market building. South-facing glass is a detriment to those standholders who display perishable goods and must be shielded from direct sunlight.
I'm sorry I couldn't stay till one. Here's the drawing I did for the city.

Indianapolis City Market
YESTERDAY

TOMORROW
NEW POTENTIAL

A resolution of the Board of Public Works of Indianapolis limits the number of prepared foods stands, stands dealing with arts and crafts, and other non-food stands, while encouraging stands dealing in the retail sale of unprepared meat, cheese, fish, poultry, produce, dry groceries, fruits, and bakery sales in order to preserve the historic mixture of goods and services in the City Market.

A mixture of studios, workrooms, cafes, craft and retail shops dealing in non-food items and services would supplement the market and round out the commercial picture of the Market Square. Such an addition would mark no radical, disharmonious departure from the pattern and functioning of the market preserving its character and spirit. The new commercial development can be viewed as a department store, just as the market can be viewed as a supermarket, each department of which is individually owned and operated. By breaking the functions down into small individual units, an exciting variety not found anywhere else can be achieved giving human scale and identity to the development, and also discouraging discount-type stores from taking over where they could not take in a large gain.

A study should be conducted to determine the likelihood of the success of the operation of such shops and forecasting market opportunities including:

1. Identification of possible target markets (CBD shoppers, City Market patrons, office workers, government employees, arena patrons, hotel patrons, residents in the area, visitors and tourists).

2. Identification of demographic and psychographic characteristics of these people and other relevant factors determining buyer behavior (class, income, age, sex, tastes, standards).

3. Development of a consumer needs analysis that would forecast sales potential.

4. Investigation of advertising potential, possible competition, permanent vs. temporary occupation of space, and approximate cost of space based on utility costs, equipment costs, storage costs, taxes, towards development of a market mix of product, place, promotion, and price that is differentiated in order to meet the needs of an isolated target market.
I propose to pursue the redevelopment of the area around the Indianapolis City Market. I intend to pedestrianize the Market Square by introducing activities that encourage public participation and social interaction. The recently built Market Square Arena attracts several thousands of people to its events. Two-thirds of the people attending these events exit the arena via the pedestrian bridge that crosses Alabama Street to the market site. There is a potential for commercial development which would encourage pre- and post-show activities involving people with the market, its historic nature, and their urban environment. I also intend to solve the functional problems of the market itself so that it will operate efficiently. I want to deal with the historical nature of the City Market, along with its physical nature, in such a way to enhance its symbolic meaning and architectural character. I want people to experience the market in new ways. The so-called "catacombs", the brick-vaulted basement of the razed Tomlinson Hall, will add an interesting dimension to the project along with the plans for an upper level walkway in the Central Business District of Indianapolis.
Bibliography


FUNCTIONAL PROGRAM

Program Summary:

1. Reorganization of market to operate efficiently.
2. Addition of small retail craft shops, workrooms, studios, and cafes to round out the commercial picture of the market.
3. Addition of entertainment/eating facilities for patrons of the Market Square Arena and allow the site to be used after the market and shops have closed.

Goals:

1. Pedestrianize the Market Square.
2. Enhance the historic character of the market.
3. Enrich the site's identity as a unique place and nodal point.
aisles too wide in that they present a desolate appearance during the hours the market is not well patronized, while a narrower aisle, with no greater number of patrons, gives the appearance of better patronage. Some markets have overcome the disadvantage of having the aisles too wide by placing narrow stalls, perhaps two feet wide, along the center of the aisle, which produce additional revenue and present a busier appearance.

The bustling character of the market floor can be enhanced by introducing balcony or mezzanine levels in the market which would allow surveillance of the total activity of the market floor. Such a new balcony level would also afford a new spatial experience enhancing the market building's architectural character. Functions which are best suited for this include administration, prepared foods stands, and restrooms.

The proposed stands mix of the Indianapolis Board of Public Works will be followed along with the present average square footage allotments for each category of stands providing additional storage space off the market floor for each standholder. Stands of the same kind are generally not placed together in order to provide variety. The meat, fish, and poultry stands, however, are centralized in one section of the building due to the common need for refrigerated displays, and also to control odors. The placing of the most attractive stands, such as fruit, flowers, and vegetables, along the entrances and street frontage should be considered because of their advertising appeal for the whole market.

Building systems considerations of a market include such service features as providing sinks with connection for boiling hot water in almost every stand for hand washing and partial sterilization of platters and pans, electrical outlets to handle the power needs of the various stands equipment, and the possibility of telephone connections. The idea of a service module at the intersection of two or more stands should be employed in order to share plumbing lines.

Ventilation of the market is critical particularly in the storage rooms because of odors. The placing of meat, fish, and poultry stands behind a glass wall may be considered, also the possibility of opening up the market to the outside with screens or louvered windows to prevent flies from entering. Fans over the entrance ways which force air downwards also discourages flies from entering through this much used opening. It is important that a market avoid overheating because of the quick deterioration of the perishable food products which it would cause. Thermostatic control located near the most highly spoilable goods is recommended.

The goals of a lighting system for the market are: (1) to enhance the attractiveness of the goods and show their true value and color, (2) provide uniform illumination so that all the market stands will be equally attractive and competitive, and (3) present an atmosphere of cheerfulness. The lighting equipment should be artistic
and well arranged so that it will produce a pleasing appearance without drawing one's attention from the displays. Lamps should be arranged symmetrically with regard to the columns and bay system and the whole floor uniformly lighted.

At present the standholder have built wood and metal frames above their stands to hang fluorescent fixtures from above the counter surfaces creating an unsightly spaghetti of conduit and wiring above. The lamps are a source of glare and the frames interfere with the experience of the open spacial character of the market building.

Three types of lighting are needed: (1) local display illumination (75 fc) for the counters, (2) general uniform illumination (50 fc), and (3) ambient illumination (15 fc) for atmosphere. Heat from the display lighting can become critical if placed too closely to spoilable goods. Skylighting and clerestories can provide ambient lighting to the market hall, cutting the cost of lighting and making an attractive, bright, changing, and cheerful market. If windows are used they should be placed a considerable height off the floor since direct sunlight can spoil perishable goods. Few, if any, windows should be placed on the south elevation.

Common equipment used on the market floor include weighing scales and cash registers. These items impart a sense of fairness to the market patrons and provide an accurate record of sales for the standholders.

Administration

The office for the administration of the market should be located either on the sales floor or on a balcony overlooking the market so that the manager of the market may be in close touch with the operation of the market at all times. His office should be accessible to the patrons of the market so that complaints could be adjusted quickly.

Restrooms for the market should be conveniently located on the either the market floor or on a balcony where they can be easily found. A smoking room should be provided for the clerks of the market in connection with the restrooms. The establishment of a smoking room is important because it prevents smoking in the market.
Greenhouse

My view of a marketplace posits that the market is a miniature model of the whole spectrum of goods production and distribution. The model may be more symbolic than actual, but it gives a depth to the role of consumer in the marketplace. If he can see where he fits into the big picture, his identity and self-image becomes clearer and meaningful. The greenhouse function represents the growth and farming of the agricultural goods that are sold in the market. It should be visible as one enters the market and is symbolic of what one will find inside.

Dock and Storage

Because of the intensive retailing which is done on the market floor, space for storage of surplus stock is needed. It is important that the storage space be so situated that all parts of it are made easily accessible to the standholders who rent the space, otherwise they would be encouraged to continue using their stands for storage. Wide aisles should be provided so that hand trucks with heavy loads could easily be wheeled to the storage rooms. Normally stands would be restocked once each day in the morning.

Vehicles delivering goods to the market would use the service drive and unload at the dock where they would be kept to be picked up by the individual standholders. They would then take their goods either directly to their stands for display or to their individual storage room. A dock office is necessary where the details of deliveries and records can be kept. A restroom is needed in connection with the dock.

Results of a study of truck deliveries to the market over a three-day period are as follows. The average time it took for a truck to unload was 22.18 minutes; the range was from one to 172 minutes. Deliveries occurred from 5 a.m. to 5 p.m. Over 80% of the deliveries occurred in the morning hours, while peak hours were from 7 to 10 a.m. and from 1 to 2 p.m. on market days. During peak hours, there was an average of 3.6 trucks unloading at any one given time with a maximum of 7 trucks unloading at the same time. A table of the type and number of trucks that service the market is below.
<table>
<thead>
<tr>
<th>type</th>
<th>length</th>
<th>number</th>
</tr>
</thead>
<tbody>
<tr>
<td>van</td>
<td>20'</td>
<td>56</td>
</tr>
<tr>
<td>delivery</td>
<td>15'-18'</td>
<td>27</td>
</tr>
<tr>
<td>pick-up</td>
<td></td>
<td>24</td>
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<tr>
<td>Econoline</td>
<td></td>
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<td>flat bed</td>
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<tr>
<td>refrigerated pick-up</td>
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<tr>
<td>side-loading van</td>
<td>24'</td>
<td>1</td>
</tr>
<tr>
<td>semi</td>
<td>50'</td>
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</tr>
</tbody>
</table>

number of trucks per day:

- market day, Sat. 6/12/76: 57 trucks
- non-market day, Sun. 6/13/76: 23 trucks
- non-market day, Mon. 6/14/76: 53 trucks

Shops and Workrooms

The individual shops should be viewed as permanent lock-up stands so that the aisles along the shops can be used for circulation after the shops have closed. This will enable some shops to stay open later who may wish to attract the patrons of the Market Square Arena. As food shopping is not done at night, the market floor is closed at this time. However, a view of the empty floor may be desirable for a sense of contrast at night with ambient lighting giving a sense of drama and historicalness to this, the focus of activity of the Market Square.

The intent of this development is to reestablish the individual craftman's work as an alternative to the standardization of the assembly line mass-production of industry. A sense of identity is achieved by many small units of retail selling with low per unit overhead cost, ideally located, and perceived as a crowded bustling center where unique one-of-a-kind items can be purchased. The retailers are selling merchandise projecting their own person-alitites.

"To design a store - any kind of store - one must visualize a complex and dramatic exhibition combined with the most efficient and workmanlike of warehouses. Add to this diverse pair the knowledge that from hour to hour through any typical day both
exhibit and warehouse must be raided and replenished without any obvious public dislocation of the main show." (William T. Snaith, "Architecture and the Community of Retailing," Architectural Record, April 1959, p. 192.)

The public should be able to walk into or through the shops. A continuous route connecting all the shops is necessary to insure that no shop will be at a disadvantage for having an out-of-the-way location. It is helpful to think of this circulation flow as that of a museum with each shop representing an exhibit. Shops should be open in character with possible connection with workroom or studio associated with that trade.

Provision should be made for storage to occur at each shop with limited space for communal storage (of awnings, canopies, signage). Delivery vans will use the service drive and hand-truck the merchandise to each shop or workroom. Separation of service routes from public circulation is desirable. Any special equipment needs are to be supplied by the individual shopkeepers.

A system of identifying graphics may be needed for the shops. This is unnecessary for the market stands since their activity is on open display and advertises their business.

The shops should be supplied with a minimum of services to keep the rent cost down. Plumbing is not required for each shop, but the janitor rooms should have a slop sink. Electrical considerations are especially important in the workrooms. Moveable lighting for displays may be considered. Protection of goods from direct sunlight is not as critical as in the food market, however, certain shops may wish to be shaded because of color-fading. Sun control or shading devices may be provided.

The two towers on the front facade of the original market building should be the tallest and dominant element of the front facade. A column-supported steel frame structural system is to be used to compliment the open floating character of the existing structure.

Cafes

The cafes are intended to be rest areas for meditation, a place to sit and think, and a meeting place for discussion, where ideas and experiences can be exchanged. They are to be interspersed among the shops and workrooms. Their appeal is basically to the shoppers and workers of this part of the development with a light menu. They are not intended to provide a complete menu nor provide a carry out service as the lunch counters in the food
market. Outdoor seating is encouraged perhaps to be mixed with shop displays. Subtle details of workmanship of merchandise are better appreciated when the pace of shopping is slowed down. A good view of shopping activity and a view of entry points to the market is desirable.

Public Space

The public space provided is intended to be viewed as an exciting, visually-orienting space where most anything can and does happen. Landscaping is important in providing an atmosphere of constant change. Spontaneous activity, concerts, art fairs, the "To Market, To Market" Dance, shop displays, and cafe seating with colorful umbrella and canopies can occur in this space. It is intended to compliment the market hall space. The food market is comprised of many open stands assembled within a public space; the shops are lock-up stands assembled around a public space. Communal storage is needed for any furnishings for the public space and storage of valuable exhibits. The public space should be lighted for focal point emphasis.
Restaurants and Pubs

The restaurants are to provide a complete menu for lunch and dinner in a more formal atmosphere. The selling point of the restaurants will be to encourage the Market Square Arena patrons to avoid the crowds and traffic by coming early and dining before the Arena events and then afterwards to visit the pubs before going home. The two restaurants may share kitchen facilities but should provide different atmospheres and menu items. In addition to Arena patrons, the restaurants should also cater to office workers and government employees on their lunch hour, who, for example, take out clients or officials for a more formal sit-down lunch.
## AREA ALLOTMENTS

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<tr>
<th>Summary</th>
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<tbody>
<tr>
<td>Market-related Spaces</td>
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<td></td>
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<tr>
<td>Shop-related Spaces</td>
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<td></td>
</tr>
<tr>
<td>Entertainment-related Spaces</td>
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<td></td>
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<tr>
<td><strong>Total Gross Area</strong></td>
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<tr>
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<td>East Market (79' frontage)</td>
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<td>Wabash Street Right of Way</td>
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<td>Catacombs (4(\frac{1}{2}) columns)</td>
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<td>Market-related Spaces</td>
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<tr>
<td>-------------------------------</td>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
<td>Dock:</td>
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<tr>
<td>truck drive-up</td>
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<td></td>
</tr>
<tr>
<td>Market Master's office</td>
<td></td>
<td></td>
</tr>
<tr>
<td>secretory's office and reception</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>total</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comfort Stations:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>restrooms (men's and women's)</td>
<td>6</td>
<td>150</td>
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<td></td>
</tr>
<tr>
<td>waiting area</td>
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<td><strong>total</strong></td>
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<td>Greenhouse/Garden</td>
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<tr>
<td>Trash room</td>
<td></td>
<td></td>
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<tr>
<td>Janitor room</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Circulation (25% of stands area, and 15% of all other areas)</td>
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<tr>
<td>Mechanical (5%)</td>
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<tr>
<td><strong>grand total</strong></td>
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### Shop-related Spaces

<table>
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<th></th>
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<tbody>
<tr>
<td>Craft and retail shops</td>
<td>28</td>
<td>500</td>
<td>14000</td>
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<tr>
<td>Studios, workrooms, and offices</td>
<td>14</td>
<td>500</td>
<td>7000</td>
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<tr>
<td>Cafes (cap. 50)</td>
<td>5</td>
<td>1500</td>
<td>7500</td>
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<tr>
<td>Communal storage</td>
<td>2</td>
<td>500</td>
<td>1000</td>
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<tr>
<td>Public space</td>
<td></td>
<td>10000</td>
<td>10000</td>
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<tr>
<td>Restrooms (men’s and women’s)</td>
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<td>150</td>
<td>600</td>
</tr>
<tr>
<td>Janitor room</td>
<td></td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Trash room</td>
<td></td>
<td>100</td>
<td>100</td>
</tr>
<tr>
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<td></td>
<td>6038</td>
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</tr>
<tr>
<td>Mechanical (5%)</td>
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<td>2314</td>
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**grand total:** 48,602

### Entertainment-related Spaces

<table>
<thead>
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</thead>
<tbody>
<tr>
<td>Restaurants (cap. 100)</td>
<td>2</td>
<td>3000</td>
<td>6000</td>
</tr>
<tr>
<td>Pubs (cap. 67)</td>
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<td>2000</td>
<td>4000</td>
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<tr>
<td>Mechanical (5%)</td>
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<td>656</td>
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**grand total:** 13,766
Two blocks east of the Circle, a massive project, Market Square, is slowly reaching completion. When first announced it promised to be a twenty-four-hour-a-day office, shopping and entertainment center with a major hotel, parking garage, office tower and sports arena, surrounding and enhancing the old venerable, soon-to-be-renovated City Market. It is great that the project was incorporated in the downtown redevelopment, but unfortunately the opportunities to create a cohesive complex have been lost.

The three buildings presently completed or nearing completion: the arena, the Market Square Center office tower and the parking garage, in no way complement one another and in fact seem to ignore each other’s presence. Each of the structures was designed by a different architectural firm, working independently, and each looks it. The Market Square Center offers twenty floors of commercial space behind a 1970’s skin of gold-bronze, reflective glass that bathes Delaware and Ohio Streets in a ghastly shimmering gold shower. Market Square Arena creates a strong visual enclosure for East Market Street, but all of its activity takes place on the sixth level, above a labyrinth of parking ramps and city streets.

Nestled between these architectural behemoths is the almost forgotten but most exciting and human-scaled element of the whole complex, the City Market. It is amazing that the building that inspired the center’s name and contributes the greatest amount of color, sound and continuous activity to the area can be treated so flippantly by the new neighbors. The architecturally demure market is the life blood of the complex, a thriving, crowded enterprise of tiny restaurants and small fresh-food stands purveying ethnic delicacies and exuding aromas that no stale supermarket ever could.

Overshadowing Market Street is the City-County Building, soaring with unrelieved tedium to the sky. It is a shame that when the City-County Building was built, it turned its back to the market and put its formal, untouchable gardens to the south. If the foliage had been placed directly in front of the market, a delightful people’s park could have resulted, and the open space would have added much sunlight and a more human scale, both missing in the area today.

Today the northern and eastern portions of the Downtown present a picture of contrast and change. The jumble of old and new, ornate and plain and great and small are interwoven into an architectural fabric that is strictly Indianapolis and no other place on earth.
69. City County Building
200 East Washington Street...
Ada Louise Huxtable, the architectural critic for the New York Times had this to say about the old Marion County Courthouse and its replacement “…the Marion County Courthouse… featured Second Empire rusticated walls and Renaissance orders with carved pediments and statuary, elaborately mansard and crested. It was destroyed in 1982.
In its place is a new City County Headquarters that looks as if someone had pushed a computer button marked ‘standard speculative office building.’ Faceless and anonymous, its consummate dullness is almost a negative achievement. It successfully suggests that beyond the reality of business as usual, there are no longer any large dreams or aspirations, or even authority in government process to be respected or expressed through design.”

70. Market Square Center
Delaware at Ohio Street
1975; Architect: Wright, Porteous, and Lowe, Inc.

68. The City Market
222 East Market Street
1888; Architect: D. A. Bohlen and Son
A deceptively simple brick facade encloses a beautifully detailed interior space housing a bustling fresh foods market. The raised central clerestory gable roof with iron trussing and delicate wrought iron adds to the uniqueness of the interior. The original 1821 plat reserved the square north of the county courthouse for a city market and since the 1820's one has been there.

66. Market Square Arena
330 East Market Street
1974; Architects: Architects 4
The 19,000 seat multi-purpose arena uses "air rights" above East Market Street and features a sixth-floor plaza-level and huge parking garages on the north and south sides.
potential

Pedestrianization of Market Street Corridor

Historic Market Bldg.

"Catacombs"

Potentially nice plaza linkage

Future Hotel

2nd floor provided with knock-out panels for shops

3/4 of the Arena crowd exits across the pedestrian bridge.
Reflections from Gold Office Bldg. causes temps. up to 150°F on ground surrounding.

shadows

December 22  2 p.m.
Analysis of Shadows:

The front edge of the site is shaded by the wings of the City-County Building from November 29 to January 15 (48 days). The east edge of the site is shaded by the Sports Arena in the morning; the west edge by a 13-story building in the evening. The most significant shadow on the site is from the City-County Building tower. A more detailed analysis is presented below.
Calculation of Solar Bearing Angles ($\beta$)

#1 $\tan \beta = \frac{290}{360} = 0.8056; \beta = 39^\circ$

$\tan \beta = \frac{130}{180} = 0.7222; \beta = 16^\circ$

#2 $\tan \beta = \frac{80}{120} = 0.6667; \beta = 12.5^\circ$

$\tan \beta = \frac{80}{120} = 0.6667; \beta = 12.5^\circ$

#3 $\tan \beta = \frac{450}{360} = 0.7222; \beta = 16^\circ$

$\tan \beta = \frac{290}{360} = 0.8056; \beta = 39^\circ$

#4 $\tan \beta = \frac{145}{130} = 1.1538; \beta = 60^\circ$

$\tan \beta = \frac{500}{400} = 0.8089; \beta = 27^\circ$

#5 $\tan \beta = \frac{165}{130} = 1.2692; \beta = 76^\circ$

$\tan \beta = \frac{130}{165} = 0.7742; \beta = 76^\circ$

#6 $\tan \beta = \frac{125}{290} = 0.4202; \beta = 27^\circ$

$\tan \beta = \frac{165}{125} = 1.7576; \beta = 60^\circ$
Dec. 22 Shadow duration:
   (Shadow length = 871')
#1  9:10 am - 10:55 am  (1 hr. 45 min.)
#2  11:10 am - 12:50 pm  (1 hr. 40 min.)
#3  1:05 pm - 2:50 pm  (1 hr. 45 min.)
#4  7:00 am - 10:10 am  (3 hrs. 10 min.)
#5  10:10 am - 1:50 pm  (3 hrs. 40 min.)
#6  1:50 pm - 5:00 pm  (3 hrs. 10 min.)

Jun. 22 Shadow duration:
   (Shadow length = 133')
#1  No Shadow
#2  No Shadow
#3  No Shadow
#4  10:05 am - 11:20 am  (1 hr. 15 min.)
#5  11:20 am - 12:40 pm  (1 hr. 20 min.)
#6  12:40 pm - 1:55 pm  (1 hr. 15 min.)

No Shadow @ #1, 2, and 3 from May 7 - July 8  
   (62 days)

(Interpolation from Graphic Stds. p.73)
conditions
Largest illuminated X-mas tree - Monument Circle

Street oriented Store signage

City Market Neon Sign

Roadway Lighting

Arena Announcements, Moving Sign

Arena Plaza 6th level

lighting
No Pedestrian Bridge to cross Market Street and spoil view of Monument Circle.

Min. Clearance above pavement: 16'-6"
Preliminary Walkway Plans

There are two components of this plan: the grade level parkway development and upper level walkway development. The grade level parkway development will range from special sidewalk treatments and plantings to street mall developments (Washington Street and Monument Circle). The upper level walkway will link major pedestrian generators such as the Convention Center, Union Station, State Complex, Monument Circle, Sports Stadium, major office buildings and housing developments.

My only objection to the proposed scheme are the pedestrian bridges planned to cross Market Street which would spoil the axial view to the Soldiers and Sailors Monument on Monument Circle. As Market Street has been proposed to become a pedestrian street, I would propose grade level connections at these points.

Indianapolis has an extensive alleyway system. The alleys in the core are really streets. Some have sidewalks with shops facing onto them, and most of them have at least a 25-foot right-of-way. Therefore the proposal for the upper level development calls for the construction of walkways in the alleys.
CITY MARKET SURVEY

BY

Joan Ketterman
Mark E. Little

PRESENTED TO THE

CITY MARKET ADVISORY COUNCIL

August 11, 1976
The following is a report of a City Market Survey conducted during the week of July 11th through the 17th. The Survey involved a random sampling of 200 patrons of the City Market. The purpose of this project was to obtain information that might be useful in evaluating City Market operations. In interpreting survey results it should be borne in mind that all sample surveys are subject to sampling errors, that is, the extent to which the results may differ from what might be obtained if the entire patronage had been interviewed.
SURVEY QUESTIONS

1. HOW DID YOU ARRIVE AT THE CITY MARKET?
   - BUS
   - TAXI
   - WALK
   - CAR

2. IF YOU DROVE, WHERE DID YOU PARK YOUR CAR?
   - OHIO STREET
   - ARENA
   - CURB
   - OTHER

3. DID YOU MAKE A SPECIAL TRIP TO COME TO THE CITY MARKET?

4. WHERE DO YOU LIVE IN INDIANAPOLIS?
   - CENTER
   - NORTHWEST
   - NORTHEAST
   - SOUTHWEST
   - SOUTHEAST

5. DO YOU WORK DOWNTOWN?

6. DO YOU CONSIDER YOURSELF MAINLY A SHOPPER OR A LUNCH BUYER?

7. HOW OFTEN DO YOU SHOP OR EAT LUNCH AT THE CITY MARKET?
   - ONCE A WEEK
   - TWICE A WEEK
   - THREE TIMES A WEEK
   - EVERYDAY
   - ONCE A MONTH
   - TWICE A MONTH

8. WHAT DO YOU PURCHASE WHEN YOU COME TO THE CITY MARKET?
   - FRUITS
   - VEGETABLES
   - BREAD
   - MEAT
   - CHEESE
   - FISH
   - SPECIAL

9. DO YOU KNOW WHAT THE RENOVATED MARKET WILL LOOK LIKE?

10. IF THE MARKET WAS OPEN ON MONDAY AND/OR WEDNESDAY FOR SHOPPING, WOULD YOU ACTUALLY USE THOSE DAYS TO SHOP?

11. WILL YOU CONTINUE TO USE THE MARKET ONCE THE RENOVATION IS COMPLETED?
The City Market Shopping Survey was conducted during the week of July 11th through the 17th. We visited the Market three times a day for one hour periods on Tuesday, Thursday, and Friday. The hours were 8:00-9:00 a.m., 12:00-1:00 p.m. and 2:00-3:00 p.m. On Saturday we surveyed 20 people from 8:00-9:00 a.m. only. Therefore a total of 200 people were questioned over a one week period.

The results of our survey showed that more than twice as many people walked as drove cars or took a bus to the City Market. What must be taken into consideration with this fact, is that nearly 2/3 of the people walking to the City Market worked in the general downtown area and had not made a special trip to the Market. In fact, 21 people in our survey were City-County Building employees. (10%)

One question, however, was concerned with specifically making a trip to shop at the City Market. Our total figure shows that out of 200 people, 76 had made a special trip to the City Market. This simply means that their trip downtown was made solely for the purpose of shopping at the City Market.

Another fact worth noting about transportation is where did the people park who drove cars? Listed below are the results.

- Ohio Street Garage: 11
- Arena Parking Garage: 12
- Along the Curb: 14
- Other: 11
Each person surveyed was asked in what general area of the City they lived. Five categories were given. 'Center' was designated as the downtown area or more specifically Center Township. The four quadrants, NE, NW, SE, SW were clarified as North or South of Washington Street and East or West of Meridian Street.

The results of this question indicate that predominately more people come to the City Market from the Center area of the City. What is also interesting to note is that three times as many people come from the North side of the City than from the Southern half. This could be due greatly to the fact that the Farmer's Market located on South Street attracts south side residents.
A question was asked, "Do you consider yourself mainly a shopper or a lunch buyer?" One hundred and forty-one people considered themselves to be mainly shoppers, fifty-three people were mainly lunch buyers and six people consider themselves to be in both categories. We then attempted to determine how often they either ate or shopped at the Market. The graphs give an indication of how often people shop and eat lunch at the City Market. Several of the people we interviewed indicated that this was the first or second time that they had ever visited the Market. There is no special classification for this type of response.
The patrons were asked to identify what they purchased when they shopped at the City Market. This graph gives an approximate breakdown of their responses. The results were close to what we had anticipated. Fruits and vegetables were purchased the most followed by meats and cheese. We thought that more fresh fruits would be purchased during the summer season.
When the question, "Do you know what the renovated Market will look like?" was asked, only 68 out of 200 patrons could answer affirmatively. They indicated that they had not seen any form of publicity in newspapers, printed materials, on television or in the Market itself. We feel that if the majority of the people do not know what their City Market will look like upon completion then more publicity is desperately needed for the Market to continue to be successful.

Our ninth question was, "If the City Market was open on Monday and/or Wednesday for shopping, would you actually use those days to shop?" A total of one hundred and twenty-four people said that they would use the Market on one or both of those days if it were open. Several very interesting comments associated with this question will be listed at the end of our report.
CITY MARKET SURVEY RECOMMENDATIONS

As a result of our City Market Shopping Survey we have compiled some recommendations that we feel should be brought under consideration by the City Market Advisory Council.

1. A new brochure that includes before, during and after information about this landmark. This should be a simple, inexpensive pamphlet that would be available within the Market and other information areas of City government.

2. A small-scale model of the completed facilities should be displayed in the Market.

3. An educational-public affairs program that would inform the public what the City Market can offer them and will be able to offer them in the future. We noted that many people thought that the Market would become too commercialized like a supermarket. Informing the public that the Market will retain its unique atmosphere is essential in maintaining the viability of the Market.

Another recommendation is that the City Market Advisory Council consider opening the City Market five or six consecutive days of the week or heavily publicizing the days and time when the Market is open. We discovered that many of the patrons did not know the times and days that the Market is open. This created frustrating situations when a person had made a special trip only to find the Market closed. The situation could be alleviated by the simple posting of the shopping days and hours at each entrance.
We feel that there should be a small celebration to commemorate the 90th anniversary of the City Market, November 4, 1976. This could be done to emphasize the mid-point completion of the Market. Here would be an excellent opportunity to recapture some media interest in the Market. We should bear in mind that our City Market has a unique heritage and we are fortunate to be one of the few cities in the United States to claim such a landmark. By working within the City Market we developed a certain sense of pride that we feel all citizens of Indianapolis should share. The pride we feel took time to develop. Do not fool yourselves into believing that once the Market is completed it will be easy to attract new customers. It is going to take a union of pride to build a successful future for the Market. All aspects of merchandising, promotion, and advertising must work together to display our high aspirations for the future of the City Market. By portraying a positive attitude about the Market then we are taking a step in the right direction.
pedestrians
Shoppers in C.B.D. & Mkt. Patrons

Office Workers & Mkt Patrons

Hotel Patrons

Office (Workers 0% of present)

People waiting for Arena doors to open.

Service & Deliveries

Arena & Mkt. Patrons

user flow
<table>
<thead>
<tr>
<th>User Access</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Shoppers in C.B.D.</strong> (walk)</td>
</tr>
<tr>
<td>People going to Market (walk, bus, car)</td>
</tr>
<tr>
<td>Off-site office workers - lunch (walk)</td>
</tr>
<tr>
<td>Arena Patrons (walk)</td>
</tr>
<tr>
<td>People from nearby housing (walk, bus, car)</td>
</tr>
<tr>
<td>Hotel Patrons (walk)</td>
</tr>
<tr>
<td>People waiting for Arena doors to open - esp. concerts (walk)</td>
</tr>
<tr>
<td>Service &amp; Delivery People (van)</td>
</tr>
<tr>
<td>Craft &amp; Retail Shop Workers</td>
</tr>
<tr>
<td>On-site studio &amp; office workers</td>
</tr>
<tr>
<td>Stand holders</td>
</tr>
<tr>
<td>Mkt employees - admin. &amp; dock</td>
</tr>
</tbody>
</table>
Bibliography


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*Market Square Plan*. Indianapolis, Ind.: Department of Metropolitan Development, Division of Planning and Zoning, 1972.

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The ground plan of the Covent Hall Market in London showed three parallel buildings each surrounded by an open colonnade and with space between for the general maneuvering of carts and horses. The blocks comprised principally shops with apartments over, and trade took place under the colonnades and in the spaces between. The three parallel units were linked at the east end by a quadruple colonnade and provided with two story lodges at the outer angles. This colonnade formed the principal elevation to the market and had over it a terrace with fountain and conservatories for the display of garden plants. The rest of the accommodation consisted of 64 shops, two pubs, extensive cellars, and a glass-roofed hall for the wholesale fruit market. Running the length of the east-west axis of the central block there was an interior shopping arcade where the more exotic fruit and flowers could be displayed. This together with eating rooms for fruit and ices and the seed and herb shops of the corner lodges, all indicate the designer's aim not only to provide a center for wholesale distribution, but also to satisfy the needs of a fashionable and well-established retail trade. Plans for reuse of the market call for a mixture of small shops, offices or studios to occupy former shop spaces.
The solution adopted for the Hungerford Market in London was to divide the site into three almost equal parts; the central one being occupied by a large covered hall, while the areas at each end of this formed courtyards with surrounding loggia. The first court had shops on either side with two stories of residential accommodation above. This led on into the covered central hall, which in plan and section was comparable to the nave and double aisle of a basilica lit and ventilated from the clerestories above. Beyond this hall, a double flight of stairs connected with the final court one level lower which was used for the fish market. Terminating the block on the south front were rectangular tavern houses at either corner with access to the river between them and beneath a linking terrace. This terrace formed part of a second (gallery) level that provided extra sales and display space in each of the three main elements. Below the concourse level there was basement storage throughout, in most parts, two stories deep. The interplay of spaces and functions together with the clear progression of the plan articulated by the vertical circulation points made it a successful design.
Soon after the market was opened, the designer, Charles Fowler, was asked to provide a covering for the lower south court, where the fish market was held, which would give free ventilation while not darkening or obstructing the side colonnades. Fowler designed an exceptionally advanced and graceful cast-iron structure that was completely free standing and gained maximum advantage of height by having no separate tie members. It was of double butterfly section and main frames that incorporated a clerestory light in their shape. Rainwater was drained to the line of the main beams which also acted as gutters, and then away via the hollow columns.
The Quincy Market was located along the Boston City Wharf and catered to the shipping trade. The Quincy Market Building is based on a linear arrangement of stands. Goods were stored in the flanking warehouses and delivered to the market from the sides in the streets between the buildings. Colonnaded porticos on each end defined the public entry to an interior corridor. During fairs a temporary covered pedestrian bridge connected the second stories of Faneuil Hall and the Quincy Market Building. The Quincy Market Building with its saucer-shaped dome is the focus of the composition of market buildings. The flanking warehouses were built on a unified plan to correspond to the architectural style of the central edifice.
Present plans for renovation include (1) providing shops for the food retailers that exist now, boutiques and other shops in the north and south market buildings, (2) providing retail space for such entertainment functions as theatres, restaurants, outdoor cafes, and night clubs, and (3) closing off the streets between the buildings to traffic and providing area for public gathering, parades, concerts, along with covered arcades for pedestrians and cart venders. Future renovation plans for the other buildings in the area include office space.
Located on San Francisco's North Waterfront, Ghirardelli Square covers a full city block. Along the south and west boundaries are the older buildings once belonging to the Ghirardelli Chocolate Company. These were constructed from c. 1893 to 1915 when the Clock Tower was completed housing offices. The old buildings are a loose interpretation of late French Gothic.

The new project includes reuse of these buildings with development of open space to enhance, even to make possible a commercial development. It takes people out of their cars and places them in the middle of the block surrounded by attractive shops and restaurants. It is a place to come at one's leisure. The north boundary is marked by a new building, the New Box Factory, which replaces an old wooden box factory. Along the east side is what was once an apartment building for the chocolate company's maintenance superintendents, with some recent additions. Entering the center of the block one finds oneself on a large terrace or series of terraces in three main levels stepping up from north to south, as the land slopes, enhancing the view of the bay. Also included in the project is the International Child Art Center. Reuse of the abnormally large "Ghirardelli" sign at the top of the site is unique and enhances the identity of the square.
York Square is a new center of commercial buildings occupying a block of Toronto's Yorkville area. York Square was originally a half block of Victorian detached and semi-detached buildings. By renovating these buildings, the positive character of the area was preserved along with the scale of the individual detached buildings. The selling aspect of the development is the shops, restaurants, activities, and open-roof terraces that surround a tree-shaded court. The narrow passageway between the stores leads past the irregular backs of the old buildings and opens up to a brick-paved court that gives York Square its "square." It is a place for pedestrians away from the automobile. The court has become a popular place for performing groups and has been acclaimed Toronto's "mini-center for the performing arts." To frame the court, the architects demolished half of a semi-detached house and designed a new two-story brick building at the back of the site as a social center. It houses ground-floor shops and a restaurant, a glass-enclosed lunch terrace, open-roof coffee terraces, and a small fondue-and-chocolate shop. This U-plan building has stairs set in its corners diagonally to indicate where access to the roof level is. A system of supergraphics and shop-from design unifies the complex resolving the conflict between the new building and the old, and also gives a unique identity to the development.


7 PAGES OF SLIDES NOT MICROFILMED