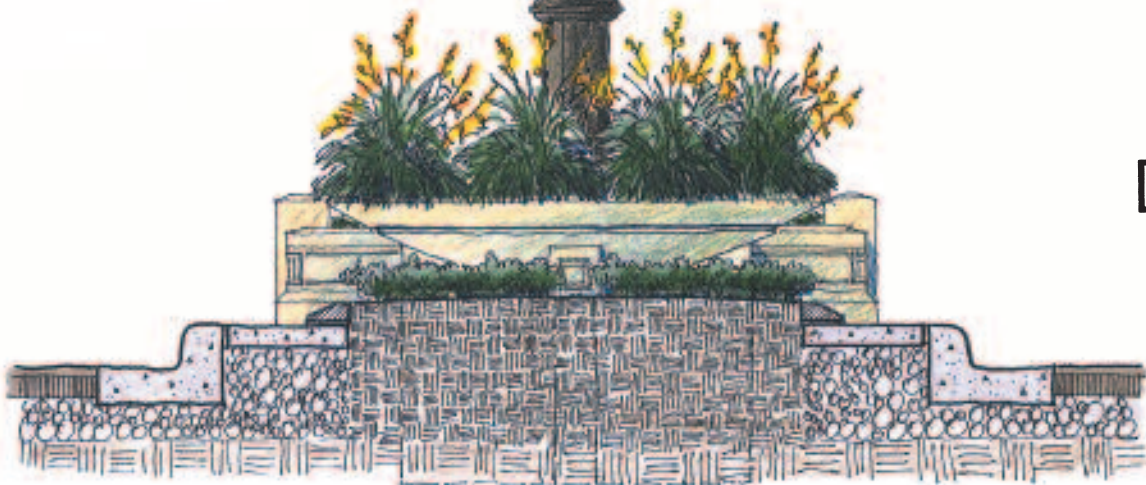




# THE LIGHT THE WAY CAMPAIGN



MAPLE ROAD  
DEVELOPMENT  
ASSOCIATION



# OVERVIEW



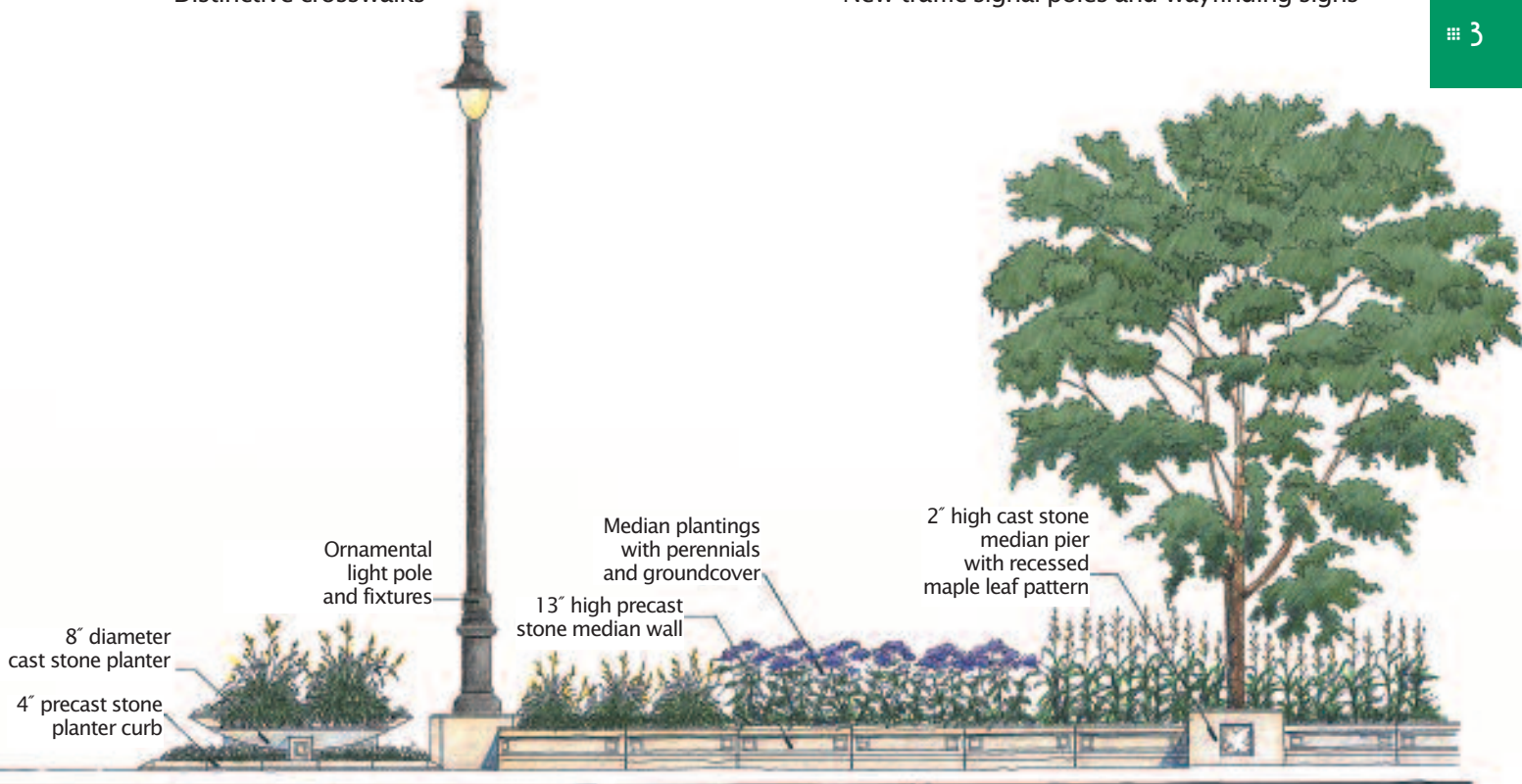
Imagine pedestrians and bicyclists traversing a wide, tree-lined street on which merchants and cultural institutions intermingle with classic apartment buildings and houses. Imagine east-west traffic proceeding calmly past medians decorated with planters and shaded by maples.

**Now, imagine this is 38th Street.**

When Indianapolis was young, and 38th Street was called Maple Road, no imagination was necessary to envision what then was a pleasant passageway through attractive neighborhoods and prosperous shopping districts. Today, thanks to the dedicated efforts of the Maple Road Development Association (MRDA) and the City of Indianapolis, the 38th Street Corridor will regain important aspects of the beauty, progressiveness, and vigor it once knew.

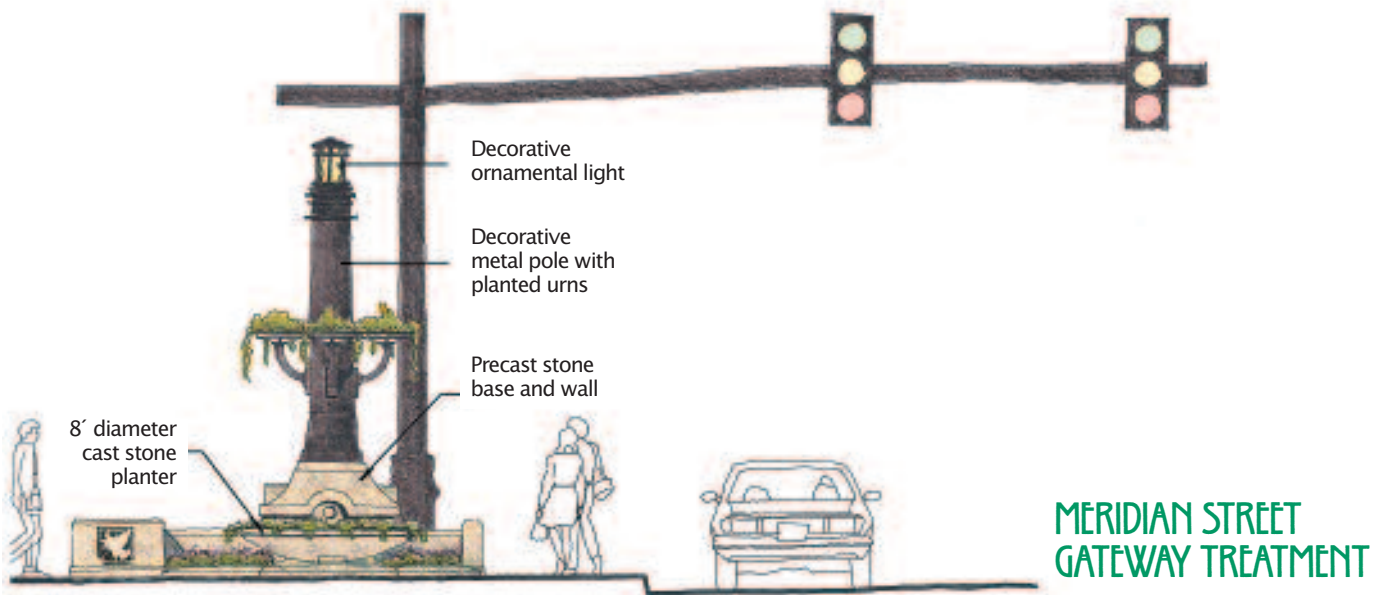
The City of Indianapolis has committed \$19,600,000 to a multi-phase renovation project designed to revitalize and resurface the 38th Street Corridor, which stretches from Dr. Martin Luther King, Jr. Street on the west to Fall Creek Parkway on the east. The Maple Road Development Association, a 501(c)(3) not-for-profit association representing the interests of the Corridor's residents, businesses, cultural institutions, and other constituencies, has been an integral partner in this project since its planning phases in 1998. The project includes the following features designed to rejuvenate the 38th Street Corridor's physical infrastructure:

- Complete road resurfacing
- New curbs and sidewalks
- Distinctive crosswalks
- Raised and planted medians
- New street trees and landscaping
- New traffic signal poles and wayfinding signs



*Now we have the opportunity to restore the quality of this important historic corridor and return the beauty and welcome feeling that was surely envisioned by George Kessler when he first laid it out.*

—M. Jacqueline Nytes, Indianapolis-Marion County City-County Councillor, District 9



However, the allocated funds do not cover two integral features of the project plan as envisioned by MRDA and approved by the City of Indianapolis: decorative streetlights and landscaping maintenance. These features give the plan an aesthetic focus that traditional street renovation projects lack, invoke as well as echo the Corridor’s historic past, facilitate a renaissance in the Corridor and its contiguous zone of influence, and exert a calming influence on the traffic flow through the Corridor.

To fund these crucial aspects of the plan, MRDA has embarked on the Light the Way Campaign, a \$1,500,000 fundraising outreach designed to fund the costs of these two features. When all phases of this project are complete, the 38th Street Corridor can regain its socially significant infrastructural functions.

- ⌘ Connecting the city with its people—and vice versa—by serving as a conduit not only for vehicular traffic but for the pedestrians and cyclists for whom it no longer is a first choice east-west route, despite the many scenic stops along its path.
- ⌘ Fostering the civic pride intrinsic in this historic corridor and refocusing efforts toward its redevelopment.
- ⌘ Attracting new businesses to the area.
- ⌘ Serving as a Main Street within an area filled with established neighborhoods.
- ⌘ Providing the western gateway to the city of Indianapolis.
- ⌘ Offering a cultural corridor in which notable institutions (including Butler University, Crown Hill Cemetery, and the Indianapolis Museum of Art) and their visitors celebrate the human experience.
- ⌘ Becoming a destination, not just a thoroughfare to other parts of the city.
- ⌘ Creating a characterizing identity for this historic boulevard.
- ⌘ Celebrating the recognition of significant features of the 38th Street Corridor bestowed on them by their inclusion of the National Register of Historic Places in March 2003.

*Maple Road Parkway will become a center for civic activity with renewed commercial viability and a safer environment for the surrounding neighborhoods.*

—Keith O. Norwalk, President and CEO, Crown Hill Funeral Home and Cemetery

# BACKGROUND AND SCOPE OF THE PROJECT



Issued in 1985 by the Division of Planning of the Indianapolis Department of Metropolitan Development, the *38th Street Corridor Study* was “a comprehensive, 20-year revitalization plan encompassing 38th Street from Dr. Martin Luther King Avenue [sic] to Fall Creek.” It studied land-use patterns and changes, significant features of the area, neighborhood identities and organizations, building conditions, thoroughfare usage and traffic density, and subareas of the corridor. Its sweeping, detailed proposals addressed every aspect of corridor design and zoning through short- and long-term action plans. Its recommendations, focused on enhancing and extending the image and historic character of the area, were incorporated into the Indianapolis Comprehensive Plan.

In 1998, the Maple Road Development Association hosted an intensive team-based study of the 38th Street Corridor. This study surveyed changes that had taken place in the area since the time of the Corridor Study.

This intensive study, or charrette, involved the following institutional participants:

- American Institute of Architects, Indianapolis Chapter
- Historic Landmarks Foundation of Indiana
- City of Indianapolis Division of Planning
- Ball State University College of Architecture and Planning

Before touring the Corridor at the beginning of the charrette, the participants heard presentations from the Indiana State Fairgrounds, Center for Agricultural Science and Heritage, Indiana Department of Transportation, Indianapolis Department of Capital Asset Management, and Indianapolis Greenways.

Members of the team interviewed representatives of diverse organizations and associations, including business entities; cultural, civic, and religious institutions; and governmental units and service departments. These groups provided insight into the needs and concerns of a broad range of demographic groups serving or located in the 38th Street Corridor and its geographic zone of influence.

After a public forum gathered additional input from interested citizens, the design process ensued. With its emphasis on a creative brainstorming session conducted over a short span of time, the entire charrette encompassed three calendar days from May 29 through June 1, 1998.

The charrette’s results included a wide range of proposals and a clear understanding that not all of them would—or could—be adopted in practice. Its purpose was as much to extend and refresh the understanding of the 38th Street Corridor produced by the city’s landmark 1985 study, and to rekindle interest in revitalizing the area, as it was to formulate finite action.

*Efforts to enhance the 38th Street Construction Project with signage, landscaping and tree planting will add a distinctive welcome sign to the many hundreds of Indianapolis residents and visitors who will travel through the redevelopment area.*

—Monroe Gray, Jr., Indianapolis-Marion County City-County Councillor, District 8

In July 2000, the Streetscape Committee of the Maple Road Development Association (MRDA) produced *Maple Road Parkway: Design Recommendations for the 38th Street Improvements*, a document quantifying design specifications for use in the 38th Street Corridor. Built on the design brainstorming of the 1998 charrette, the 2000 document contained design recommendations for sidewalks, pavers, and crosswalks; medians; streetlights and traffic signal poles; street trees and landscaping; wayfinding signage; and curb cut remediation.

The City of Indianapolis already has embarked on major aspects of the plan that resulted from the Maple Road Development Association's 2000 design brief and the cooperative partnership between the City and MRDA. The following improvements currently are underway, with work on the project scheduled for completion in the year 2006.



- ⌘ Complete road resurfacing
- ⌘ New curbs and sidewalks
- ⌘ Distinctive crosswalks
- ⌘ Raised and planted medians
- ⌘ New street trees and landscaping
- ⌘ New traffic signal poles and wayfinding signs

These aspects of the project represent a \$19,600,000 commitment by the city to the revitalization of the 38th Street Corridor. However, even with a financial involvement of this magnitude, certain key aspects of the 38th Street Corridor enhancement plan remain outside the scope of work funded by the City. In response, MRDA seeks to fund these aspects of the project through an outreach conducted on a citywide basis. These enhancements require that MRDA achieve a \$1,500,000 fundraising target to realize the full vision of the revitalization plan for the 38th Street Corridor.

MRDA's Light the Way Campaign seeks to fund upgraded street lighting for the 38th Street Corridor project. This aspect of MRDA's objective will replace the standard stainless steel cobra-head streetlights with boulevard-style fixtures consistent with the era represented by much of the area's most significant time periods of historic development and influence. In total, the plan will fund the purchase and installation of 48 light fixtures (24 fixtures between Dr. Martin Luther King, Jr. Street and Meridian Street; a second 24 fixtures between Meridian Street and Fall Creek Parkway).

*Redevelopment of the 38th Street corridor is an integral part of spurring economic development in this area of Indianapolis. Creation of a beautiful historic parkway will help attract businesses, consumers and residents to the surrounding neighborhoods. Including appropriate street lighting and landscaping is an important part of completing the project, in order to give a unified appearance to the overall design.*

—Lamont Hulse, Executive Director, Indianapolis Neighborhood Resource Center

MRDA's Light the Way Campaign also seeks to create a fund to undertake landscaping maintenance for the project. This fund will maintain planters and trees located in the medians installed within the 38th Street Corridor as part of the City's overall project plan.

Among the collateral objectives achieved in the 38th Street Corridor as a consequence of these improvements are the following:

- ⌘ Promoting pedestrian and bicycle traffic
- ⌘ Promoting a calm and fluent vehicular traffic flow
- ⌘ Increasing safety for pedestrians and drivers
- ⌘ Balancing the influences and concerns of residential neighborhoods, commercial areas, and public spaces

All these objectives reflect the need to rekindle the vitality represented within the 38th Street Corridor, recapturing a measure of its historic dignity. As the Corridor's stature is enhanced, those positive effects flow through to the community it traverses, attracting business development, augmenting property values, and solidifying the status of an area disconnected from its historic origins. In reflection of those origins, the White River Bridge and other portions of the 38th Street Corridor are included within the Indianapolis Park and Boulevard System, listed on the National Register of Historic Places in March 2003.

Although urban mandates often must focus on accommodating the volume and speed of vehicular traffic, today's stakeholders are rediscovering the need to balance such logistical functions with a renewed emphasis on cities' ability to serve as sites of social engagement. Pedestrians, cyclists, users of mass transit: When these human elements are accommodated within the strategic plan, the results are transformed cityscapes in which human interaction regains a place at center stage. As this social infrastructure becomes a focal aspect of neighborhood revitalization, both commercial and non-commercial interests are served within an area newly awakened to enhanced prospects for progress.

*By upgrading the street lighting and landscaping on 38th Street, the corridor can become once again a center of pedestrian traffic, good quality residences and thriving commercial activity. By redeveloping 38th Street, we can do much to fulfill one of the Mayor's key visions—"Building a World Class City Neighborhood by Neighborhood."*

—David Orentlicher, State of Indiana House of Representatives, District 86

# ABOUT THE MAPLE ROAD DEVELOPMENT ASSOCIATION



Founded in 1997, the Maple Road Development Association (MRDA) is a not-for-profit entity made up of representatives from neighborhood associations, cultural institutions, civic organizations, and preservation groups, as well as residents, business owners, and other interests concerned with the development and revitalization of the 38th Street Corridor.

Among the institutions represented in the Association are the following:

- Agricultural Heritage Museum
- Butler-Tarkington Neighborhood Association
- Butler University
- Children's Museum of Indianapolis
- Crown Hill Cemetery and Funeral Home
- Crown Hill Neighborhood Association
- Herron School of Art, IUPUI
- Historic Landmarks Foundation of Indiana



*We have worked closely with the Indianapolis Department of Public Works during their design efforts for the rebuilding of 38th Street, which has included aesthetic and landscape improvements such as new way-finding signage, patterned paving at specific street crosswalks, new raised landscaped medians, new curb side landscaping, bus stop benches and shelters, and new street lighting, which shall be historic in appearance.*

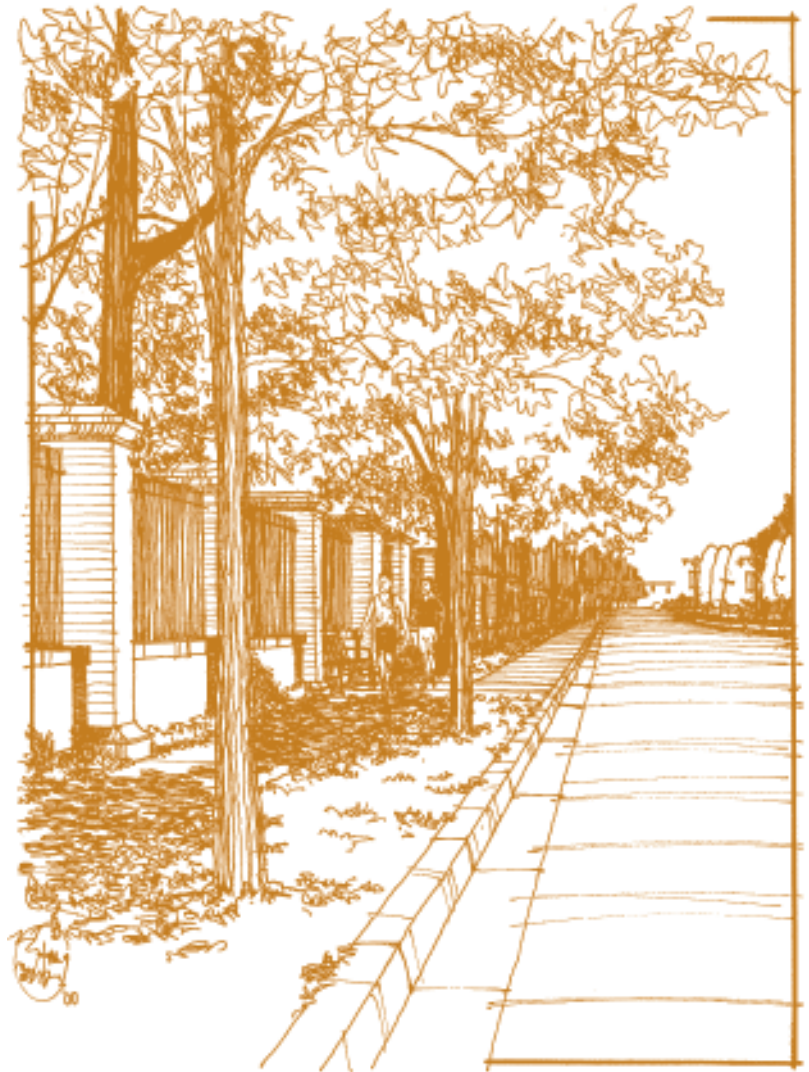
—Steven H. Logan, President, Maple Road Development Association



- # Indiana State Fairgrounds
- # Indianapolis Museum of Art
- # Indianapolis Opera
- # Keystone-Monon Civic League
- # Mapleton Fall Creek Neighborhood Association
- # Meridian-Kessler Neighborhood Association
- # North United Methodist Church
- # United Northwest Area Development Corporation

MRDA has instigated and participated in focused efforts to conceive and implement a strategic design initiative targeted toward the systematic renovation of the 38th Street Corridor. This initiative is consistent with the Corridor’s historic past, consonant with its present and future, and representative of the best interests not only of its constituencies but of all who travel through or visit the area.

MRDA holds its meetings on the third Thursday of each month at 3808 North Meridian Street, within the heart of the 38th Street Corridor itself.



*Changes to Maple Road will certainly serve to improve the experience for the many thousands of people who traverse the corridor each day. As the western cornerstone of the construction zone, the Indianapolis Museum of Art looks forward to the project’s completion.*  
 —Mark Zelonis, Director of Oldfields and Gardens and Grounds, Indianapolis Museum of Art

## HOW YOU CAN HELP

The Maple Road Development Association (MRDA) welcomes contributions to the Maple Road Parkway Fund for its Light the Way Campaign. MRDA suggests the following contribution levels to match up with the tangible objectives of the Light the Way campaign.

# Double-arm streetlight	\$10,000 and above
# Single-arm streetlight	\$5,000-\$9,999
# Planter maintenance	\$2,500-\$4,999
# Street bench	\$1,000-\$2,499
# Wayfinding sign	\$500-\$999
# Friend of Maple Road	\$10-\$499

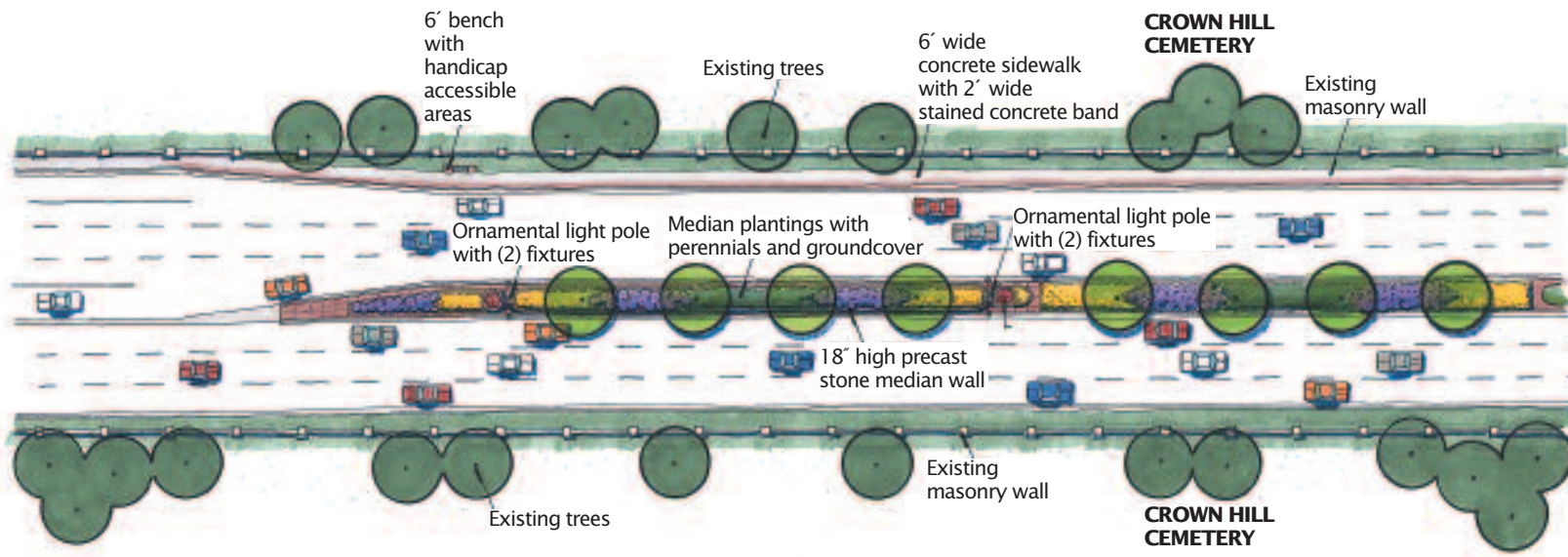
The Maple Road Parkway Fund is administered by the Central Indiana Community Foundation. Because MRDA is a 501(c)(3) not-for-profit entity, contributions to the Light the Way Campaign are tax deductible to the fullest extent allowed by law.

*The Indiana State Fair Commission strongly supports MRDA and the City of Indianapolis in their endeavors to bring renewed economic development to the 38th Street Corridor and improve the quality of life for families and residents in the surrounding neighborhoods.*

—William H. Stinson, Executive Director, Indiana State Fairgrounds

# LIGHT THE WAY CAMPAIGN BUDGET

ITEM	QUANTITY	UNIT COST	EXTENDED COST
Single luminaires	98	\$2,685	\$263,130
Single-mast ornamental poles	98	2,830	277,389
Double luminaires	60	1,455	87,300
Double-mast ornamental poles	30	2,608	78,255
Removal of existing poles and fixtures	44	250	11,000
Installation of new poles and fixtures	128	450	57,600
<b>SUBTOTAL</b>			<b>\$774,674</b>
Landscaping and lighting fixture maintenance fund			725,326
<b>TOTAL</b>			<b>\$1,500,000</b>



*Such a sweeping visual improvement will enhance the image of the City as well as instill in neighbors greater pride in their community.*  
 —Roberta L. Ross, President, Meridian-Kessler Neighborhood Association

*The revitalization of the 38th Street corridor between Fall Creek and the White River is imperative to the revitalization of the homes and businesses that border the corridor.*

—Dennis W. Caldwell, Vice President and Banking Center Manager, The National Bank of Indianapolis

# HISTORY OF THE 38TH STREET CORRIDOR



The formal plan for the City of Indianapolis was completed in the early 1820s by Alexander Ralston, a Scottish engineer who had worked on the design of Washington, DC. The Mile Square, as the early city plan was known, was bounded by North, South, East, and West Streets. It formalized what previously had not been much more than a settlement in the midst of malarial, marshy land.

As Indianapolis grew, its residential development progressed outward. To the south and west, industrial development made for unattractive residential prospects. To the north and east, suitable well-drained land beckoned. Transportation patterns favored north-south streets. When Indianapolis' commercial center began to stretch toward the north, affluent residents fled ahead of it. With barriers including the White River and Water Company Canal to the west and the Monon Railroad to the east, residential development pushed northward. Middle- and working-class families followed the same migration patterns that characterized the affluent.

## FIRST LANDMARKS

In 1863, a group of 30 community leaders incorporated Crown Hill Cemetery as a not-for-profit facility, locating it on 274 acres of land at 2.8 miles' distance from downtown Indianapolis. The cemetery became the first non-agricultural development along Maple Road, a humble township thoroughfare that later became 38th Street.

Part of the land purchased for Crown Hill had been known as Strawberry Hill, and had been a popular destination for outings and picnics. That popularity continued even after the land became part of the cemetery, which opened in 1864. Indianapolis had little or no dedicated green space or park lands at the time because Civil War encampments (both for Union troops and for Confederate prisoners of war) had been established where recreational land previously stood. Crown Hill was designed as a "rural" cemetery, meant to be parklike and natural in appearance, and its beauty continued to attract visitors who had no funerary purpose in mind.

In 1864, when an omnibus line began travelling from Washington and Illinois Streets to Crown Hill Cemetery, the 25-cent trip took four hours. By the late 19th century, Indianapolis residents could ride an electric streetcar to work. The 20th century and the automobile gave Indianapolis a suburban residential focus. In 1905, landscape architect George Kessler designated Maple Road as a major urban parkway, incorporating it into his Park and Boulevard System Plan as a connection between the White River and Fall Creek. (Coincidentally, in 1914, Kessler designed the Brick and Wrought Iron Fence that surrounds much of the South Grounds of Crown Hill Cemetery.)

## RESIDENTIAL GROWTH

As the automobile emerged not just as a practical conveyance but also as a symbol of moneyed status, the 38th Street Corridor became the site of affluent suburban development, displacing Indianapolis' eastern suburbs to become the city's most fashionable place to live. Among the most exclusive neighborhoods was Mapleton (the northwestern portion of today's Mapleton-Fall Creek area), located where Maple Road met Meridian Street.

*The aesthetic improvements being championed by the Maple Road Development Association (MRDA), in conjunction with the City of Indianapolis, represent a crucial component of the economic revitalization currently underway along the corridor.*

—Dr. Margaret Brabant, Director, Center for Citizenship and Community and Associate Professor of Political Science, Butler University

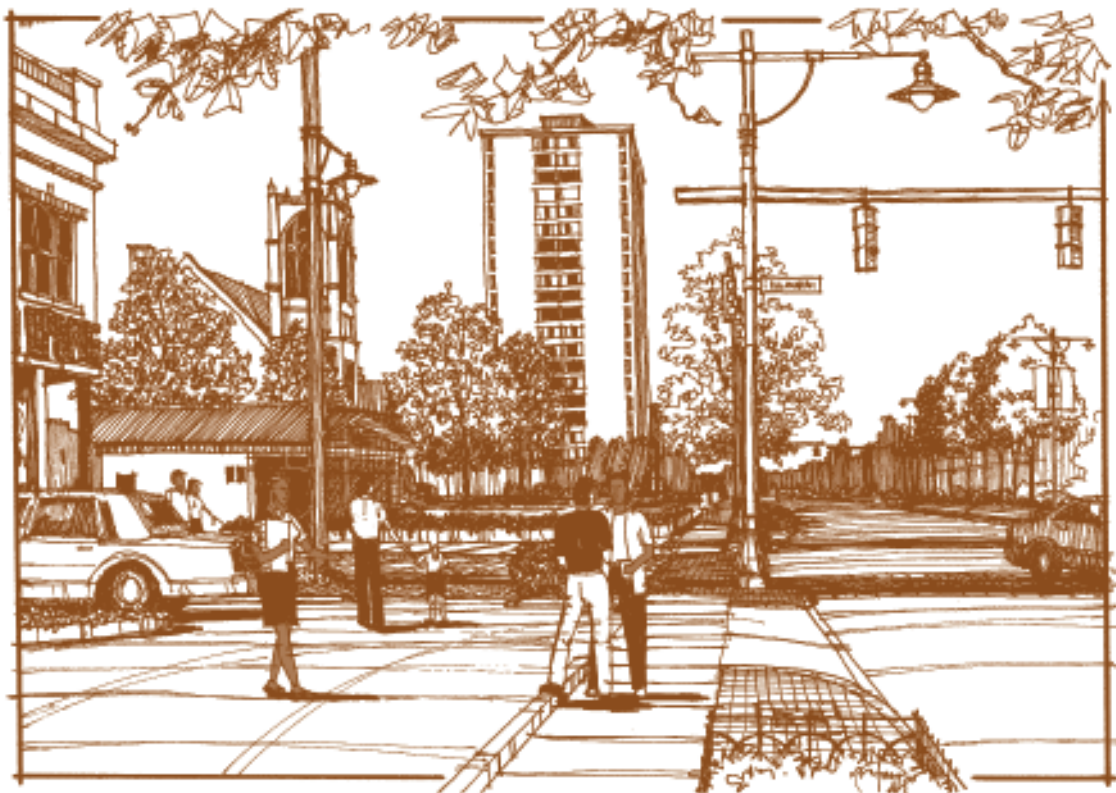
*Continued improvements along Maple Road/38th Street would add a strong pedestrian connectivity component to the community and would address pedestrians' needs.*

—Ray R. Irvin, Administrator, Department of Parks and Recreation, City of Indianapolis

Above and below the 38th Street Corridor, Mapleton's mansions stood on large lots. To Mapleton's west, a middle-class area known today as Butler-Tarkington served as a suburban home for the mobile middle class. Other high-quality neighborhoods developed along north-south streets to the east of Meridian, and Maple Road became a means of access to them. Small commercial districts on Maple Road served these new northside areas, offering neighborhood services and foreshadowing the shopping centers of the later 20th century. These shopping areas sprang up where the northern ends of street car lines terminated. With northern development continuing to increase and Maple Road's role as an east-west connector becoming clear, city services became a priority in the residential areas created by northward migration.

### THE INDIANA STATE FAIRGROUNDS

The Indiana State Fairgrounds have anchored the eastern end of the 38th Street Corridor since 1891. After the first state fair was held in 1852 on what is now Indianapolis' near-westside Military Park, the event location varied among numerous municipalities around the state. In 1860, the fair returned to Indianapolis, but the fairgrounds (now Herron-Morton Place) did not retain their function for long, as the Civil War forced their use for military purposes. At war's end, the land regained its recreational function, ceding it to the current location in time for its inaugural State Fair event in 1892.



*By supporting the Maple Road Development Association, The Children's Museum builds on the idea of creating economic development opportunities. Through these efforts we will be able to create a thriving and viable neighborhood for children and families.*

—Kimberly Meals, Community Initiative Coordinator, The Children's Museum of Indianapolis

*Quality improvements offering historic lighting, planters, signage and attractive landscaping will create a high-profile destination, a distinctive center for business and civic activities as well as recognition for a core, diverse and productive sector of Indianapolis.*

—Caroline J. Farrar, Executive Director, Meridian-Kessler Neighborhood Association

## **GROWTH AND DECLINE: THE EARLY 20TH CENTURY**

In the 1920s, Indianapolis grew rapidly. Apartment buildings began to appear south of Maple Road on Meridian Street, and along Maple Road between Meridian and College Avenue. These properties offered the advantages of a suburban neighborhood location coupled with convenient access to major thoroughfares and mass transportation. Although Maple Road officially changed its name to 38th Street in 1920, the Maple Road name persisted for several decades after that time.

New development on the 38th Street Corridor ground to a halt as the country entered the Great Depression. With economic recovery came additional construction in the area, as offices were built along Meridian and new employment growth increased the demand for housing to accommodate those who held these new positions.

## **COMMERCE BRINGS CONGESTION**

As the city continued to expand and the automobile supplanted mass transportation as the preferred (and, in some cases, the only viable) means of personal conveyance, the 38th Street Corridor began to lose its status as a suburban area. No longer the defining northern edge of the city, the area became commercialized and congested, prompting the middle and upper classes to flee its heavy traffic and increasingly nonresidential use. Once the street was widened to accommodate heavy traffic, it lost its street trees and with them, its character. When suburban commercial areas began to spring up, the 38th Street Corridor became a conduit to other places, not a destination in itself. Nonetheless, the area has survived with many of its distinctive architectural features intact.

## **THE 21ST CENTURY: A NEW BEGINNING**

The late-20th-century emphasis on the revitalization of Center Township and downtown Indianapolis has persisted into the 21st century, rekindling interest in, and attention to, the Maple Road area. With longstanding, stable features and attractions along its way, including Crown Hill Cemetery, the Indianapolis Museum of Art, North United Methodist Church, Summit House, the 1920s-era apartment buildings located from Pennsylvania Street to Park Avenue, and the Indiana State Fairgrounds, the 38th Street Corridor has avoided some of the worst of the deterioration that can devastate mature neighborhoods, particularly those that combine commercial and residential usages. Just beyond its immediate zone of influence lie many additional noteworthy cultural features and centers of activity, including Butler University. Additionally, the 38th Street Corridor serves as the northern or southern boundary of numerous stable, older residential neighborhoods characterized by active, vigorous community involvement and associations. Connecting some of Indianapolis' leading cultural institutions with mature, vital residential neighborhoods, the 38th Street Corridor also is a vital link to newer forms of transportation such as the Monon Trail and White River Parkway.

Your support for the Light the Way Campaign helps 38th Street regain the grace and grandeur it knew as Maple Road, promotes economic and community development in an area worthy of being a destination rather than just a passageway, and recaptures the Main Street at the heart of one of America's most livable cities.

*This is an area rich in history and heritage that has been neglected far too long. It is most refreshing to witness this historic neighborhood benefit from the recognition it so deserves. An opportunity just waiting to be realized, this potentially thriving cultural and economic district should be upgraded with period-appropriate lighting and landscaping.*

—David Woodruff, President, Watson-McCord Neighborhood Association





THE MAPLE ROAD DEVELOPMENT ASSOCIATION

3808 North Meridian Street  
Indianapolis, Indiana 46208