

Collection #
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DVD 1706
CT 2591

**GLENDALE MALL
COLLECTION, 1955–2007**

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Processed by

Jonnie Fox
November 2018

Manuscript and Visual Collections Department
William Henry Smith Memorial Library
Indiana Historical Society
450 West Ohio Street
Indianapolis, IN 46202-3269

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COLLECTION INFORMATION

VOLUME OF COLLECTION: 4 manuscript boxes, 8 cold storage color photograph boxes, 1 half size box of cold storage color photographs, 1 box photographs, 11 bins of 35 mm color slides, 2 bins of 35mm acetate negatives, 2 bound volumes, 4 OM folders, 1 folder OVA graphics, 1 folder OVB graphics, 1 folders OVA photographs, 1 folder OVB photographs, 3 flat file folders, 1 DVD, 1 VHS, 1 audio cassette tape, 1 artifact

COLLECTION DATES: 1955–2007

PROVENANCE: Glendale Centre LLC, c/o Lori Wick, Kite Realty Group, Indianapolis, IN

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ACCESSION NUMBER: 2008.0262

NOTES:

SKETCH

Glendale Mall, located at 62nd Street and Keystone Avenue, was Indiana's first regional shopping center. The 50-acre plot of land on which it stood was purchased by Glendale Center Inc. in 1954. Glendale Center Inc. was formed by L.S. Ayres and Chicago-based developers Landau, Heyman and Clay in order to extend the department store's reach to the Indianapolis suburbs. The plot was chosen due to its central location, surrounding upper and middle class neighborhoods, and accessibility from all directions. In 1955, Glendale Center Inc. added W.H. Block & Co. to the team, making Ayres and Block's the anchor stores of Glendale Mall. Designed by Victor Gruen & Associates, the open air mall, with approximately 525,000 sq. ft. of retail area, opened to the public in 1958. Along with Ayres and Block's, Glendale included around 38 other retail shops, and eventually a twin theater cinema.

Glendale was home to more than just retail. Each year, Glendale was the host site for numerous activities, including art shows, fashion shows, car shows, and holiday and community events. Throughout the 1960s, Glendale partnered with community groups such as the Indianapolis Symphony Orchestra, Philharmonic Orchestra, and Herron School of Art, rooting itself deeper into Indianapolis suburban life. In 1960, designer Arthur Kraft delivered the iconic brass penguins to the mall. In 1969, Glendale was converted to an air-conditioned, enclosed mall. After the enclosure in 1970, a large glass sculpture called the Luminaire was installed inside the building, followed by the Zodiactor. Both became popular and significant features for Glendale.

In 1972, Glendale added space for parking for 1,000 additional cars and for 15 new stores, putting the mall at 800,000 sq. ft. of retail space. In 1983, the mall underwent renovations again, under Stowell Cook Frolichstein. Dramatic changes were made to ceilings, lighting, and landscaping, among other things. These altered the exterior, but most significantly, the interior of the mall. The angular, brick columns supporting the inner structure were replaced with white, round columns. The overall feel of the mall interior became smoother, brighter, and more mainstream.

In 1999, Kite Development purchased Glendale for an estimated \$20 million. Under ownership of Kite, significant redevelopment took place at Glendale. It re-opened in 2000 after undergoing a \$45 million renovation which included an expansion of the food court and construction of a new Indianapolis Public Library branch located within the mall. Through the 2000s, with nearby competition such as Castleton Square Mall and the newly built Keystone Fashion Mall, retailers at Glendale began to struggle. By 2007, Kite was in the works to bring Target to Glendale in hopes to revitalize the mall, while also at risk of losing their library. Target was acquired and the library survived, but the Glendale building was demolished in March of 2007. In 2008, Glendale returned to being an open air shopping center, but with only the theater, library, and several large retail chains including Target, Lowe's, and Macy's.

Sources:

Materials in the collection.

SCOPE AND CONTENT NOTE

The bulk of this collection contains color photographs of Glendale Mall, spanning from 1958 to the 2000s. Also within the collection are black and white photographs, color slides, negatives, a large black and white aerial photograph, large floor plan of Glendale Mall, advertisements, catalogues, two large scrapbooks of news clippings, additional news clippings, audio visual material, and various paper records that detail Glendale events, business plans, marketing, and public relations.

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