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East 10th Street Civic Association Unveils Beautification Initiatives

Local Neighborhood Business District Benefits from Installation of Murals, Tree Plantings, Façade Improvements

INDIANAPOLIS, IN, June 18, 2007 – Something beautiful is happening to the Near Eastside of Indianapolis—and East 10th Street Civic Association is unveiling it all at a celebration taking place Friday, June 22, 10 a.m. at the Village Pantry located on the corner of East 10th and Rural Streets.

The event will mark the culmination of a number of beautification initiatives along the 10 East Main Street neighborhood business district, including large murals, extensive façade improvements, tree plantings, and new signage at Moon Block Park. Attendees will include city officials, civic leaders, and local business leaders and artists who have participated in the improvements.

“We’re thrilled to see how much a few simple beautification projects have improved our neighborhood,” said Tammi Hughes, Executive Director of the East 10th Street Civic Association. “It’s exciting to show off everything we’ve done to this point—and to imagine how future beautification activities will make the area an even better place to live, work and shop.”

New Murals Brighten the 10 East Main Street District

Five new murals by artists from the near Eastside and the larger Indianapolis arts community are being unveiled and installed at the June 22 event. The murals include:

- *Jackson Control Mural. 1708 E 10th Street. Morris Kurz (artist).* This large 30’x16’ mural celebrates the near Eastside with an aerial view of the neighborhood and the skyline of downtown Indianapolis along the horizon. Superimposed on the cityscape is a scene of Arsenal Tech students engaged in a soccer game. Also, included along the top of the mural will be a slogan reading “Gateway to the Near Eastside.” The installation is just the first portion of the mural. Additional panels will be added to include other near Eastside scenes such as Woodruff Place and the Rivoli Theatre.
- *Village Pantry Mural. 1001 N Rural Street. Brian Duff (artist).* This mural combines elements of tranquility and commotion by depicting a scenic home in the midst of many bright colors and images inspired by the surrounding neighborhood and the Village Pantry store.
- *Victory Village Shoppe Mural. 3229 E 10th Street. Randy Piotrowski (artist).* This mural, located on a wooden fence just east of store, depicts a nature scene from Spades Park with the downtown skyline in the background.
- *Dearborn Building Mural. 3201-3211 E 10th Street. Brian Myers (artist).* A blue sky background unifies this mural that will be done in multiple panels on a series of 10 boarded-up windows and doors on front of this vacant building. Floating through the sky will be antique wooden airplanes, which will create a sense of movement and suggest a shared experience of freedom and liberation.

In addition, a mural for Audrey's Place is in development *3228 E 10th Street (Randy Piotrowski, artist)*. This mural will focus on an antique theme and depict people shopping for various household items and furniture that one might find at Audrey's Place.

Local Initiatives Support Corporation (LISC) and the East 10th Street Civic Association are providing funding for the mural program. Partners on murals include the Arts Council of Indianapolis, which helped fund the Dearborn Building mural. Artists have also volunteered time and materials.

Facade Improvements Add Curb Appeal

Three major façade improvement projects along the near Eastside corridor have been brought to completion: the Englewood CDC project, the B&P Warehouse, and the Victory Village Shoppe. In all, more than \$75,000 in grants and private funds have been invested in these three projects.

Essentially, the extensive rehab work has restored and updated the original storefronts of these facilities. In all, the 10 East Main Street neighborhood business district has seen more than 20 façade improvement projects completed as a way of helping spur interest and business activity in this vital corridor.

Tree Planting Helps Neighborhood Get Greener

In May, the East 10th Street Civic Association joined a number of community organizations, including Springdale Neighborhood and the Near Eastside Collaborative Taskforce, to plant more than 35 trees between Jefferson and Rural Streets along the 10 East Main Street neighborhood business district. The groups worked directly with the host of the planting, Keep Indianapolis Beautiful (KIB), to plant the trees on 10th Street and on connecting residential streets. In all, more than 100 volunteers participated, including groups from Aerotek and Zionsville Presbyterian Church.

New Announcement Board to Help Orient Business District Visitors and Neighborhood Residents

New signage at Moon Block Park, a small pocket park located on the southeast corner of East 10th and Rural Streets, will help attract visitors and beautify the neighborhood. Designed by Ed Norman, a resident of Cottage Home, with input from the same volunteer project team that helped establish the park, the Moon Block Park name will appear as a vintage ghost sign to celebrate the historic aspect of the building from which the park takes its name and on which the sign will be painted.

The project will also incorporate a community announcement board with changeable lettering to announce community, business, and neighborhood events. The board will be lit so messages will be visible day and night.

About East 10th Street Civic Association

The East 10th Street Civic Association is a not-for-profit, charitable and community-led organization dedicated to the revitalization of 10 East Main Street. Since 2002, the Civic Association has offered strategic business, economic and community development resources to many of the district's business and property owners. Collaborating partners have included the City of Indianapolis; Local Initiatives Support Corporation; Department of Housing and Urban Development; Central Indiana Community Foundation; John H. Boner Community Center; Riley Area CDC; and Citizens Gas & Coke Utility.

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