



2025 AIA INDIANA AWARDS

THE STUTZ ADAPTIVE REUSE

Category: Preservation/Adaptive Reuse/Renovation

Type: Mixed-use

Address: 1060 Capitol Ave, Indianapolis, IN 46202

Substantial Completion: 08/31/2024

ARCHITECT'S STATEMENT

The Stutz, an iconic architectural piece of Indianapolis' story, has been adapting to changing needs for over a century. Located northwest of downtown Indianapolis, its stately presence fills an entire city block, between 10th and 11th Streets, and Capitol and Senate Avenues. The development spans seven buildings, four stories, and over 400,000 square feet. Now, the Stutz has undergone a massive renovation to set the stage for its next chapter of vibrancy: a community-centric destination for food, retail, fitness, work, and events.

A story of renewal and resiliency

In 1911, on the heels of running "The Stutz Bearcat" in the first-ever Indianapolis 500, the building's namesake Harry Stutz built a four-story, modern automobile factory to produce racing vehicles for the world. The Stutz continued to operate until acquired in 1940 by the pharmaceutical industry pioneer, Eli Lilly, who ran paper packaging operations until 1982. After a dormant decade following, a local artist, developer, and visionary named Turner Woodward took the baton; he transformed the Stutz into a creative mecca for artists and makers until selling in 2021. Now in the hands of an imaginative developer and design team, the storied Stutz building is launching into its newest chapter.

A reimagined purpose

Prior to its transformation, The Stutz had minimal opportunities for individuals to interact or benefit from its entire-block presence. Today, neighbors and passersby can engage daily over a shared meal, a cup of coffee, or evening cocktail. Friends can stroll through its shops, explore its historic auto museum, or attend one of the many diverse markets or events happening within the walls, active alleys, and sidewalks throughout the year. Whether it's a large national art festival such as BUTTER featuring minority artists, or a lively trivia night at the eponymously named Turner's Bar, Indianapolis' northwest side has a new vibrant destination for both locals and visitors.

In addition to retail-type activation, this project further fuels Indianapolis's economic engine in a historically underserved area to an underserved population. Emerging artists and entrepreneurs share coworking space and participate in an in-house incubator. Larger companies are slated to move into spaces on the upper floors bringing hundreds of workers into this unique building who will patronize the surrounding restaurants, fitness studios, and unique shops. The vision of Turner Woodward is carried on in this programmatic mindset of attracting emerging entrepreneurs, artists, and business owners that occupy many of the locally focused companies housed within the Stutz's walls.

A shift in posture

The four skybridge-linked buildings that make up the Stutz were originally designed around the space needed for the assembly of automobiles produced by the Stutz Motorcar Company of America. To respond to that original function, the plan included expansive internal 'roads', loading docks, industrial scales, oversized freight elevators and overhead doors—all geared for the efficient production of the automobiles.

The design team knew that with the shift in new program, the building itself also needed a shift in posture to be successful. This meant moving from introverted to extroverted, simplifying the flow in and through the building. The original inward-looking building now required a personality shift if the Stutz was to become a piece of architecture with a vision to welcome community and patrons. The design sought to respectfully address the physical challenges of converting auto-industrial-centric spaces into human-centric spaces. The scale of spaces, including the internal 'roads' now serve as an artifact to the building's history. The design team focused strategically on designing within a budget that would allow the project to see completion. Every dollar was invested towards the most impactful design elements to ensure the overall cost of the project remained feasible and be phased to allow for early momentum and certain occupancies amidst a multi-year construction project. Simple and honest materials including exposed concrete, were married with a focus on locating gathering spaces near the sawtooth windows pulling in diffused natural light. At every moment possible, clarity and simplicity in materials, building organization, and wayfinding were the priority.

The once-car-travelled 'roads' through the building, are now community halls with intuitive wayfinding. Nature-rich activated alleys with storefronts and restaurants are designed to draw people into and around the complex. The formerly utilitarian loading dock is now fondly a car museum and event space that beckons the community in to learn the story of its automobile roots. The design demonstrates intentional restraint, paying homage to the original architecture through repairing and preserving its unique details like the iron gated entries and signature engravings on the façade.

Lighting a legacy and the future

The new architecture is designed to tell a story of past, present, and future. The design invites a broader community to interact with this historic landmark of Indianapolis. It seamlessly fuses factory artifacts, art, and the architecture itself to shine a light on the Stutz's journey through the last century. That light, also, serves as a beacon toward Indianapolis' future creative investments in its downtown.

SUSTAINABLE & ENVIRONMENTAL STATEMENT

The vision of this multi-phased expansive project is rooted deeply in sustainability and resiliency. The most sustainable move a city can make is to reinvest in and renovate its existing buildings, rather than pushing development toward less dense areas and greenfield sites, and the larger carbon footprints attached. New energy efficient windows in the original factory aesthetic and new HVAC systems installed throughout vastly improve the operational carbon footprint of the building. The building's material palette was strategically understated to create autonomy for the community and tenants' creative expression within bespoke spaces that can continue to evolve for the years to come. The power and premise of the Stutz redevelopment, planted firmly in the belief that creative investments can be good for people, our planet, and still have workable profits for those involved, models the success of this type of investment. Supporting the surrounding neighborhoods that have been underserved by both infrastructure and amenities is a move toward increased resilience for the community. The Stutz's redesign and redevelopment is an energizing vote for continued high-quality investment in the story of Indianapolis.



DOWNTOWN INDIANAPOLIS

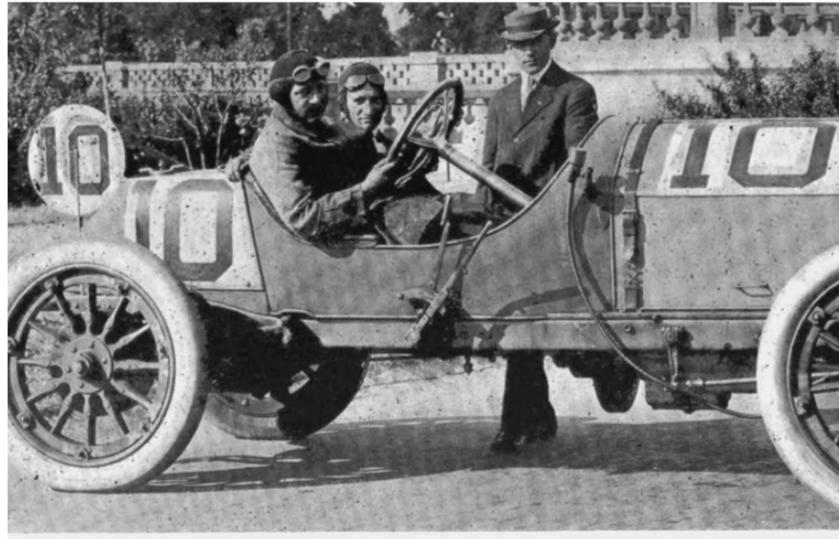
VICTORY FIELD

LUCAS OIL STADIUM

CANAL

THE HISTORIC
STUTZ BUILDING

Cross
KEEPERS OF
CULTURE



THE STUTZ RACER—HARRY STUTZ, DESIGNER, STANDING; GILBERT ANDERSON, DRIVER, AND FRANK...



1911

The Stutz Bearcat, built by Harry Stutz in just 10 days, finishes 11th in first-ever Indianapolis 500.

1912

Stutz breaks ground on a modern factory to produce 500 Stutz racing vehicles per year.

1940

Eli Lilly acquired the Stutz Factory, operating it as a paper packaging facility until 1982.

1993

Local developer/artist Turner Woodard acquires the vacant building to save it, transforming the factory into a haven for artists and creatives.

2021

SomeraRoad acquires the Stutz Factory to redevelop it into a world-class creative office destination.

THE HISTORIC
STUTZ BUILDING

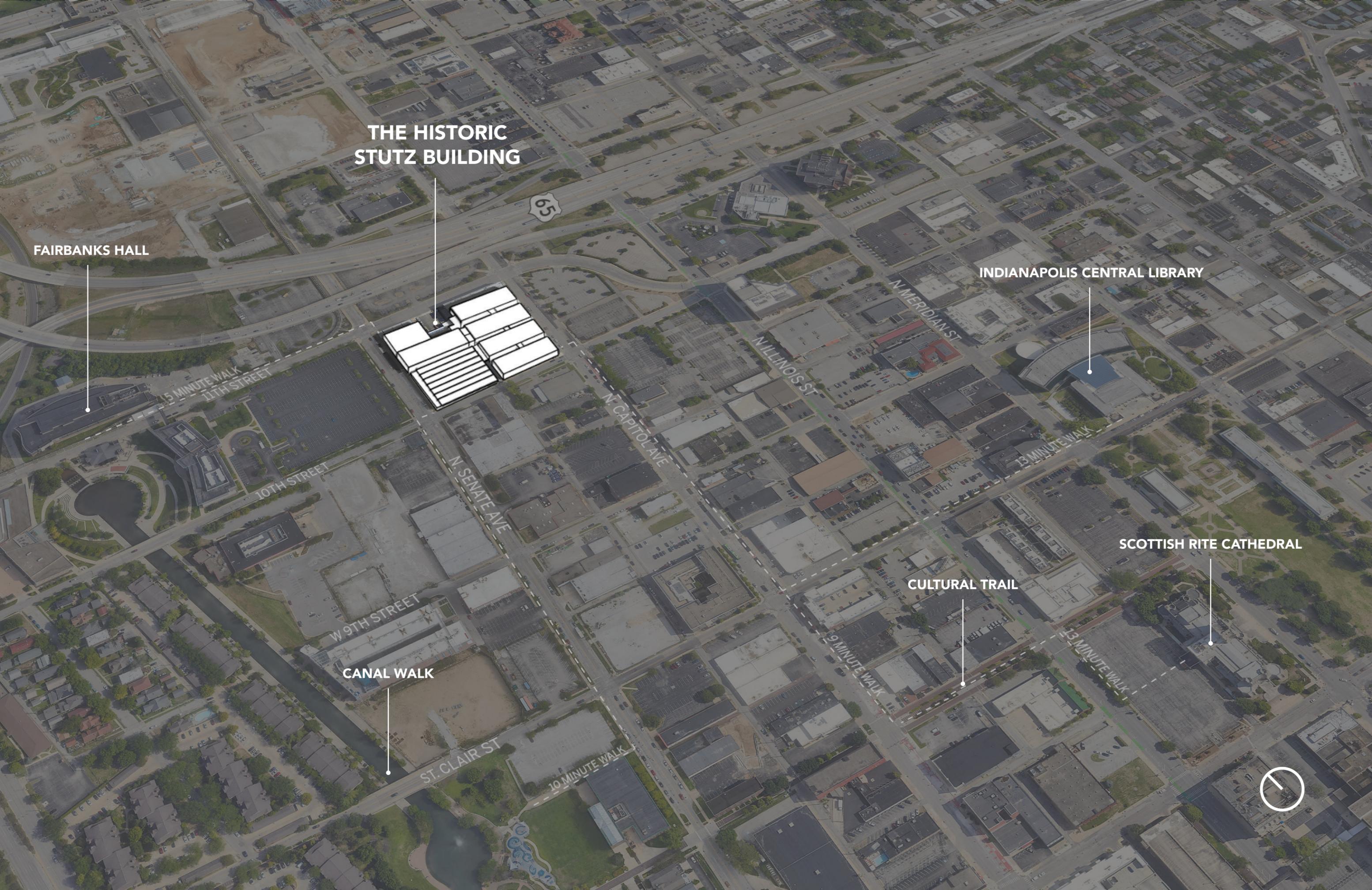
FAIRBANKS HALL

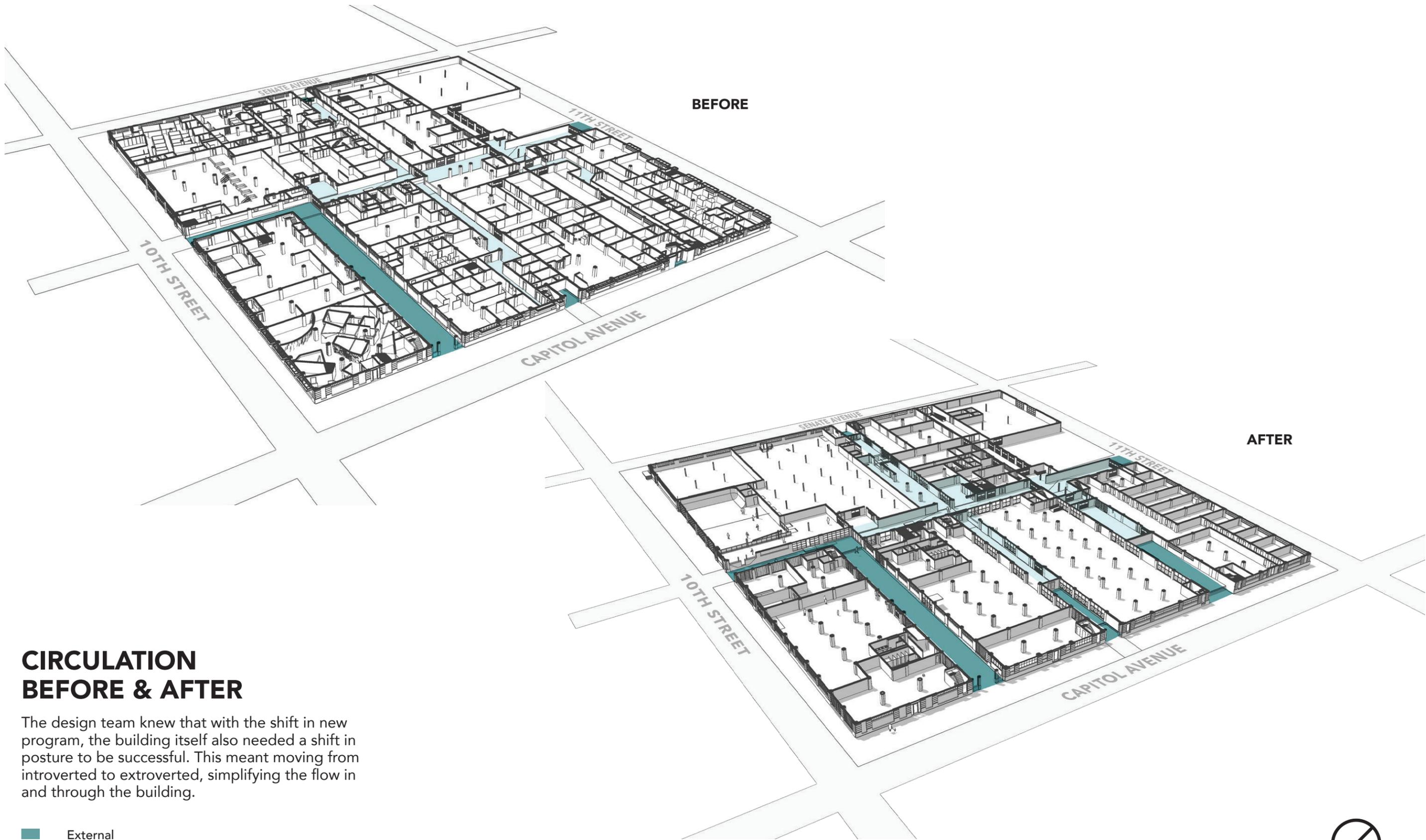
INDIANAPOLIS CENTRAL LIBRARY

SCOTTISH RITE CATHEDRAL

CULTURAL TRAIL

CANAL WALK





BEFORE

AFTER

CIRCULATION BEFORE & AFTER

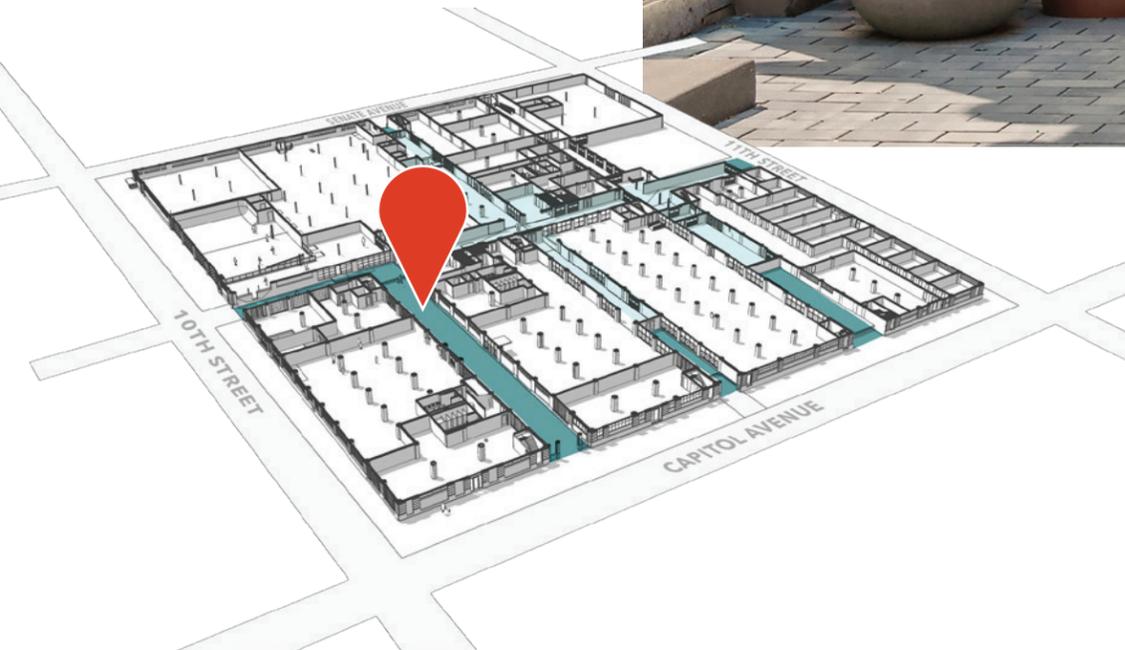
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- External
- Internal





EXTERNAL ALLEYS // Activated alleys with storefronts and restaurants are designed to draw people into and around the complex.





EXTERNAL ALLEYS // Re-designed entry points spark curiosity and invite people into the building to explore.





CAR MUSEUM



STUT
Please Eat or Drink
in the Car Museum





CAR MUSEUM // The formerly utilitarian loading dock is now fondly a car museum and event space that beckons the community in to learn the story of its automobile roots.





EXTERNAL ALLEYS // Nature-rich alleyways offer a more intimate park-like experience, as people move through the former auto-manufacturing site.



INTERNAL ALLEYS // The design sought to respectfully address the physical challenges of converting auto-industrial-centric spaces into human-centric spaces. The scale of spaces, including the internal 'roads' now serve as an artifact to the building's history. The once-car-traveled alleys through the building are now community halls with intuitive wayfinding.





PRESERVING HISTORY // The design demonstrates intentional restraint, paying homage to the original architecture through repairing and preserving its unique details like the iron gated entries and signature engravings on the façade.

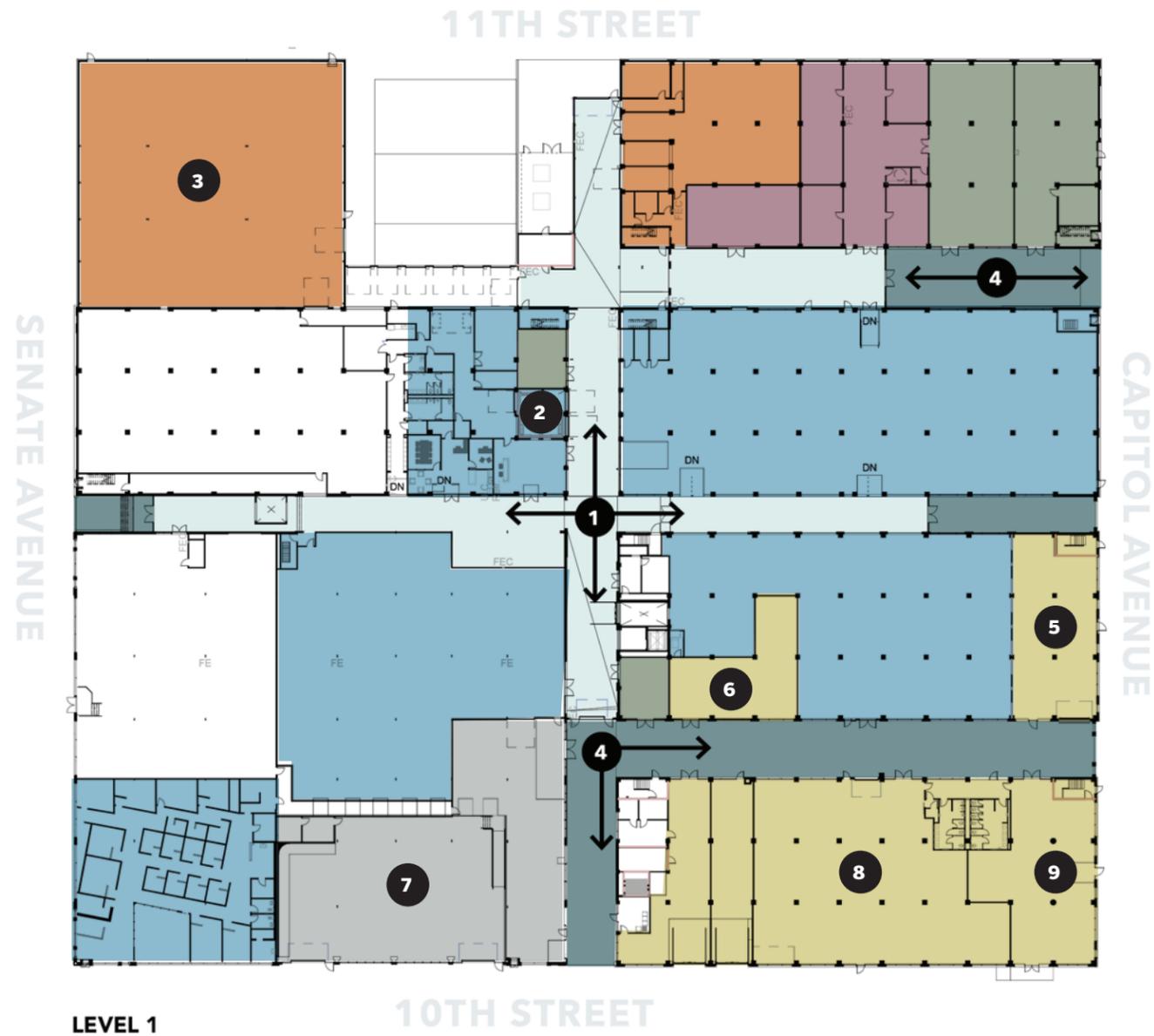






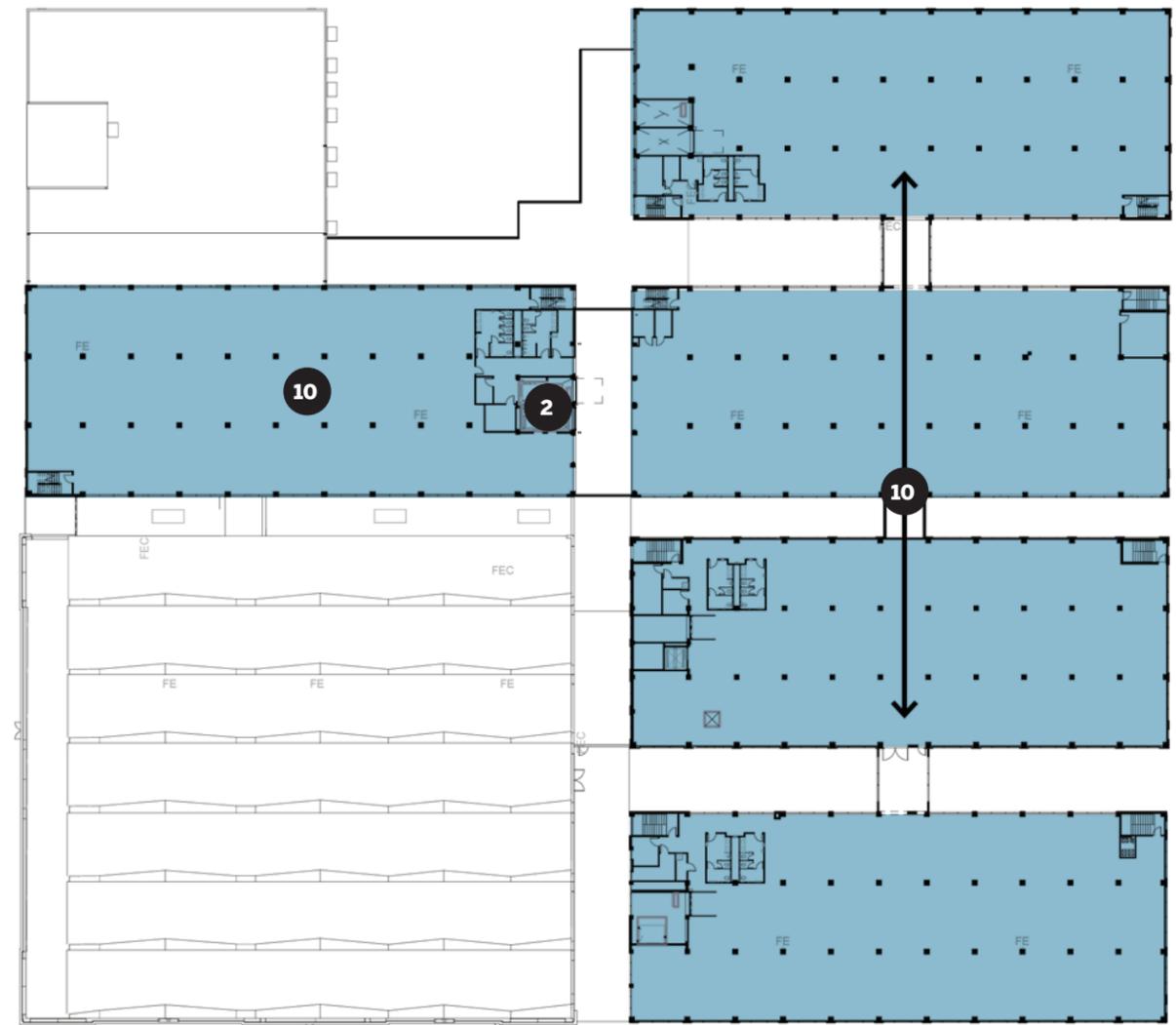
DIVERSE PROGRAMMING // Prior to its transformation, The Stutz had minimal opportunities for individuals to interact or benefit from its entire-block presence. Today, neighbors and passersby can engage daily over a shared meal, a cup of coffee, or evening cocktail. Friends can stroll through its shops, take a fitness class, explore its historic auto museum, or attend one of the many diverse markets or events happening within the walls, active alleys, and sidewalks throughout the year.





LEVEL 1

- | | | | | | |
|---|----------------------------|---|--------------------------|----------|------------------------|
| 1 | Internal Alley Circulation | 5 | Tenant - Barista Parlor | 9 | Tenant - Cafe Patachou |
| 2 | Vertical Circulation | 6 | Tenant - Amelia's Bakery | 10 | Class A Office Space |
| 3 | Tenant - Myriad Fitness | 7 | Car Museum | External | |
| 4 | External Alley Circulation | 8 | Tenant - VisionLoft | Internal | |



LEVELS 2 - 4

- | | |
|-------------|-----------|
| Hospitality | Museum |
| Retail | Workplace |
| Fitness | |
| Art Studio | |





BUS ONLY
↓

STUTZ

Levi's
Pilsener

BUS ONLY