

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

1. Name of Property

historic name: Hotel Seville

other name/site number: The Town House

2. Location

street & number: Northwest corner of Vine and Ridge Steets

not for publication: N/A

city/town: Harrison

vicinity: N/A

state: AR county: Boone code: AR 009 zip code: 72601

3. Classification

Ownership of Property: Private

Category of Property: Building

Number of Resources within Property:

Contributing	Noncontributing	
<u>1</u>	_____	buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register: N/A

Name of related multiple property listing: N/A

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4. State/Federal Agency Certification
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As the designated authority under the National Historic Preservation Act of 1986, as amended; I hereby certify that this X nomination _____ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets _____ does not meet the National Register Criteria. _____ See continuation sheet

Catherine A. Slater
Signature of certifying official

7.5-94
Date

Arkansas Historic Preservation Program
State or Federal agency and bureau

In my opinion, the property _____ meets _____ does not meet the National Register criteria. _____ See continuation sheet.

Signature of commenting or other official

Date

State or Federal agency and bureau

=====
5. National Park Service Certification
=====

I, hereby certify that this property is:

____ entered in the National Register
____ See continuation sheet.

____ determined eligible for the
National Register

____ See continuation sheet.

____ determined not eligible for the
National Register

____ removed from the National Register

____ other (explain): _____

Signature of Keeper

Date
of Action

=====
6. Function or Use
=====

Historic: DOMESTIC

Sub: Hotel

Current: DOMESTIC

Sub: Multiple dwelling

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7. Description

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Architectural Classification:

Spanish Revival

Other Description: N/A

Materials: foundation Brick roof Asphalt
 walls Brick other Terra cotta
 tile

Describe present and historic physical appearance. X See continuation sheet.

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8. Statement of Significance

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Certifying official has considered the significance of this property in relation to other properties: Statewide.

Applicable National Register Criteria: C

Criteria Considerations (Exceptions): N/A

Areas of Significance: ARCHITECTURE

Period(s) of Significance: 1929 _____

Significant Dates: 1929

Significant Person(s): N/A

Cultural Affiliation: N/A

Architect/Builder: Johnson, Eugene/
 Johnson, Will W.

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.
X See continuation sheet.

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9. Major Bibliographical References

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X See continuation sheet.

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary Location of Additional Data:

- X State historic preservation office
- Other state agency
- Federal agency
- Local government
- University
- Other -- Specify Repository: _____

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10. Geographical Data

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Acreage of Property: Less than one

UTM References:	Zone	Easting	Northing	Zone	Easting	Northing
A	<u>15</u>	<u>490350</u>	<u>4009500</u>	B	<u>15</u>	_____
C	<u>15</u>	_____	_____	D	<u>15</u>	_____

___ See continuation sheet.

Verbal Boundary Description: ___ See continuation sheet.

Lots 9 & 11 and the western 10 feet of Lot 7, all in Block 14 of the Original Town of Harrison, Arkansas.

Boundary Justification: ___ See continuation sheet.

This boundary includes all the property historically associated with this resource.

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11. Form Prepared By

=====

Name/Title: Kenneth Story, Architectural Historian

Organization: Arkansas Historic Preservation Program Date: 03/23/94

Street & Number: 323 Center Street, Suite 1500 Telephone: (501) 324-984

City or Town: Little Rock State: AR Zip: 72201

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**National Register of Historic Places
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Summary

Located near the courthouse square in the center of downtown Harrison, the Hotel Seville is a three-story, wood frame with brick and terra cotta veneer hotel building designed in the Spanish Revival style. Its fundamentally "L"-shaped plan has been augmented with a c. 1965 two-story brick addition that wraps around the western and northern elevations. Its flat, built-up tar roof is set behind the brick parapet walls, and the entire structure is supported upon a continuous brick foundation.

Elaboration

The Hotel Seville is a three-story, wood frame with brick and terra cotta veneer hotel building designed in the Spanish Revival style. Its fundamentally "L"-shaped plan has been augmented with a c. 1965 two-story brick addition that wraps around the western and northern elevations. A total of three brick and concrete chimneys rise through the roofline: a combination concrete/brick chimney at the inside (southeastern) corner of the "L," another larger concrete chimney at the northwest corner of the original building, and another smaller brick flue just to the east thereof. The flat, built-up tar roof is set behind the brick parapet walls, and the entire structure is supported upon a continuous brick foundation.

The building's design responds to its corner lot by presenting two main facades, the southern and the eastern. The southern facade is composed of the end of the longest of the main "L" sections in the center, the side wall of the other "L" section to the east, and the front of the later addition to the west. The end section is composed of a central entrance bay that is flanked by two window bays on either side. The first storey originally contained a double-leaf entrance in the central arched entrance (now filled with a stationary window) with a large display window to the east and two smaller windows flanking a single-leaf entrance to the west. The floors above contain two six-over-six wood sash windows to either side of a pair of central French doors on the second storey and a large nine-pane wood window on the third storey with a five-pane transom. The central entrance bay terminates in a gabled parapet flanked by two shallow ceramic tile roofs that cover the parapet walls. Elaborate concrete coping details cap the pilasters at either end. The side wall to the east is accessed via the open, single story, ceramic tile roof porch that abuts the eastern elevation of the end just described and runs its full length. Directly above the main entrance porch and placed inside of the "L" intersection is an enclosed, second-story room that is fenestrated with but a single six-over-six wood sash window on this elevation. The side wall to the east is fenestrated with a total of five arched, multi-pane windows on the first storey and two rows of square-headed, six-over-six wood sash windows lighting each of the

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two storeys above. Another window bay exists beneath the entrance porch and runs up the full height of the side wall. The facade of the later addition to the west is composed of four separate entrance bays, each of which is adjoined by large, stationary window groupings, and all of which is set into an aluminum frame attached to the brick wall behind. An entrance balcony runs the full length of the addition and a projecting cornice shelters this balcony. The balcony is accessed via a metal staircase adjoining the western elevation. A ground floor houses a modern automobile garage.

The other principal elevation, the eastern facade, is quite similar to the southern elevation in that it is composed of an end wall to the north and a side wall to the south, with the two-story combination entrance porch/sun room projecting from the southeastern intersection and the single-story open arcade running the length of the southern side wall. The end of the projecting end wall is virtually identical to that seen on the southern elevation, the only exception being the preservation of the original display window in the southernmost bay on the first floor. The first storey openings of the side wall to the south are all arched, each containing a pair of French doors surmounted by an elaborate wood frame fanlight. Each of the two storeys above is fenestrated with a row of square-headed, six-over-six wood sash windows that light the hotel rooms behind, and the parapet is capped with sloping ceramic tiles between the raised square pilasters. The tall, slender chimney at the corner of the "L" intersection is capped with a small, ceramic tile gable roof.

The western and northern elevations are at least partially dominated by the large wrap-around brick addition. On the northern elevation the later addition wraps-around half of the original elevation, leaving five arched windows and one square-headed window visible on the first floor, four square-headed windows visible on the second floor, and eight square-headed windows on the third floor. The two storeys of the addition are irregularly fenestrated, and included is a large delivery door near its western end. The western elevation, because of the rise in grade, is but one storey tall and the original wall is completely covered by the addition. Like the northern wall, the addition features modern aluminum windows in a variety of configurations, irregularly placed along the facade. A modern metal staircase accesses a single-leaf door near the center of the facade.

The significant exterior details include the polychromatic spiral terra cotta columns that support the eastern entrance porch, the small polychromatic spiral terra cotta moldings that ornament the larger arched and square-headed window and door openings throughout the building, the arched door and window frames on the first storey, and the molded, polychromatic terra cotta tile that covers the first storey of the end walls of both the eastern and southern elevations. The details on these tiles include inset geometric patterns, a banded sheaf cornice pattern, and a geometric

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pattern on the first-storey cornice entablature that runs across each end wall. A decorative terra cotta keystone containing a yellow lion holding a shield ornaments the keystone over the central arch, a motif that is carried on to the other shield emblems that appear across the principal facades. Handsome wrought iron balconies appear on these same facades, as do other decorative tile patterns. The blind arch set into each of the gabled parapets contains another elaborate terra cotta sword and shield motif.

The interior lobby area is even more elaborate than the exterior. Elaborately stencilled ceiling beams and plaster arch soffits compliment the heavy Classical columns that ring the central lobby. The dining room in the first floor of the eastern wing contains both elaborately stencilled ceiling beams and most of the original lighting fixtures. The built-in shelf at the registration window is finished with earth-tone ceramic tiles set in a checkerboard pattern. Finally, virtually all the original wood trim, built-in shelves, and doors remain throughout the public spaces and on the second floor mezzanine area.

With the exception of the c. 1965 addition that wraps around the western and northern elevations, the removal of the original central doors in the eastern and southern end walls, and the partial enclosing of the two story entrance porch, the Hotel Seville is intact and in good condition.

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Continuation Sheet**Section number 8 Page 1**Summary** Criterion C, statewide significance

The Hotel Seville (constructed in 1929) is of statewide significance under Criterion C. It is eligible as one of the state's best known example of an historic hotel designed in the Spanish Revival style. The arched entrances, with their inset, polychromatic spiral moldings, the massive polychromatic spiral columns that support the inset porch, and the red ceramic roof tiles that cap the parapet walls are all signature features of the style that was among the most popular in the United States during the early twentieth century.

Elaboration

The designation of Harrison, Arkansas, as the Boone County seat in 1876 was the harbinger of greater things to come for this heretofore small and relatively undistinguished Ozark Mountain community. Though the town grew gradually throughout the duration of the nineteenth century - becoming the recognized commercial hub for the entire northern Ozark Mountain region -- the arrival of the St. Louis and North Arkansas Railroad in 1901 (which by 1906 became the Missouri and North Arkansas Railroad) connected Harrison with growing national markets for the various raw materials indigenous to the surrounding region. The various species of native upland hardwoods were cut and milled for railroad ties, barrel staves, and later, wooden automobile wheels. Harrison also became the shipping point for both native stone and various minerals found in abundance in the surrounding mountains, zinc in particular. The growth of the poultry industry by the late 1920's also provided ample shipping business for the fledgling railroad through Harrison. Finally, the railroad itself invested in Harrison, as it established both its main offices and shops there. This dramatic economic expansion precipitated an influx of immigrants that doubled the city's population between 1901 and 1921.

However, it is important to note that the first attempts to construct a railroad line into this mountainous region were precipitated not by an interest in the region's raw materials and agriculture, but rather by the local resort industry that burgeoned after the Civil War. The abundance of natural springs -- some of which reputedly possessed medicinal value -- drew the medically-afflicted and recreation lovers from the Arkansas and the surrounding states, and even from other regions of the United States. Eureka Springs, with its picturesque hillside location and plethora of natural springs lining the appropriately-named Spring Street, was but thirty-seven miles to the northwest, and was both the primary destination of the first railroad to enter the region and the terminus of the existing railroad line from which the connecting line to Harrison was built. Thus Harrison grew as a result of both the exploitation of local raw materials and the active development of the land surrounding the natural springs nearby, both of which were made

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feasible by the arrival of the railroad.

The Roaring Twenties was a boom decade nationally, and Harrison was no exception. Despite Prohibition and its detrimental effects on the local stove producing industry, Harrison continued to grow and remained an economically-vital northern Arkansas city. With all the recreational and business traffic passing through Harrison daily, it was only natural for real estate speculators to construct a hotel.

Though Harrison could probably boast of other hotels by 1929, a group of investors called the Continental Hotel Company, headquartered in Springfield, Missouri, identified an opportunity to erect in Harrison a fine, luxury hotel that would also serve as a social and civic center for the local residents. This company commissioned an architect by the name of Eugene Johnson to design a "modern" hotel building of the latest style. The three-storey Hotel Seville, constructed by the contractor Will W. Johnson with O. O. Otterman serving as construction foreman, contained a total of sixty rooms and forty-two suites, and was built at a total cost of \$135,000. The Hotel Seville fulfilled the ideals of its original investors over the next forty years, serving as a popular local meeting place and function site, due in large part to the fine reputation of the fine food and excellent service available in its dining room. Competition from modern motels forced its closing as a hotel in the mid-1970's, and it has functioned since that time as a residential housing for the elderly.

Designed in a relatively elaborate interpretation of the Spanish Revival, the design of the Hotel Seville presents a distinctly Baroque appearance. The molded terra cotta tile on the first floor of the two end walls -- where it is most visible to passersby -- presents such typical features as the bracketed cornice, the large, monumental arches and the polychromatic geometric patterns that became popular in Spanish architecture after the Moorish invasion of the seventh century. Also typical of the Moorish influence, and one of the most unique features of this twentieth century American style, are the polychromatic spiral columns and moldings. Tinted with the deep, rich colors popular in the original Spanish architecture, these decorative elements distinguish the Spanish Revival style from virtually everything else in the history of American architecture. In fact, their appearance was far more unusual among genuine Spanish Colonial construction in North America than among the Spanish Revival designs of the twentieth century, when popular American taste valued the vivid colors and smooth, polished texture that the terra cotta medium provided. By virtue of both the abundance and quality of these signature stylistic characteristics, and their high degree of preservation, the Hotel Seville stands among the finest extant hotel buildings designed in this particular aesthetic in the state of Arkansas.

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Bibliography

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Information provided by Hank Massardo, Owner, Hotel Seville (The Town House).

Rea, Ralph R., *Boone County and Its People*, (Van Buren, Arkansas: 1955).

Workers of the Writers' Program. *The WPA Guide to 1930's Arkansas*, with a new introduction by Elliott West. Lawrence, Kansas: University Press of Kansas, 1987 (original copyright 1941).

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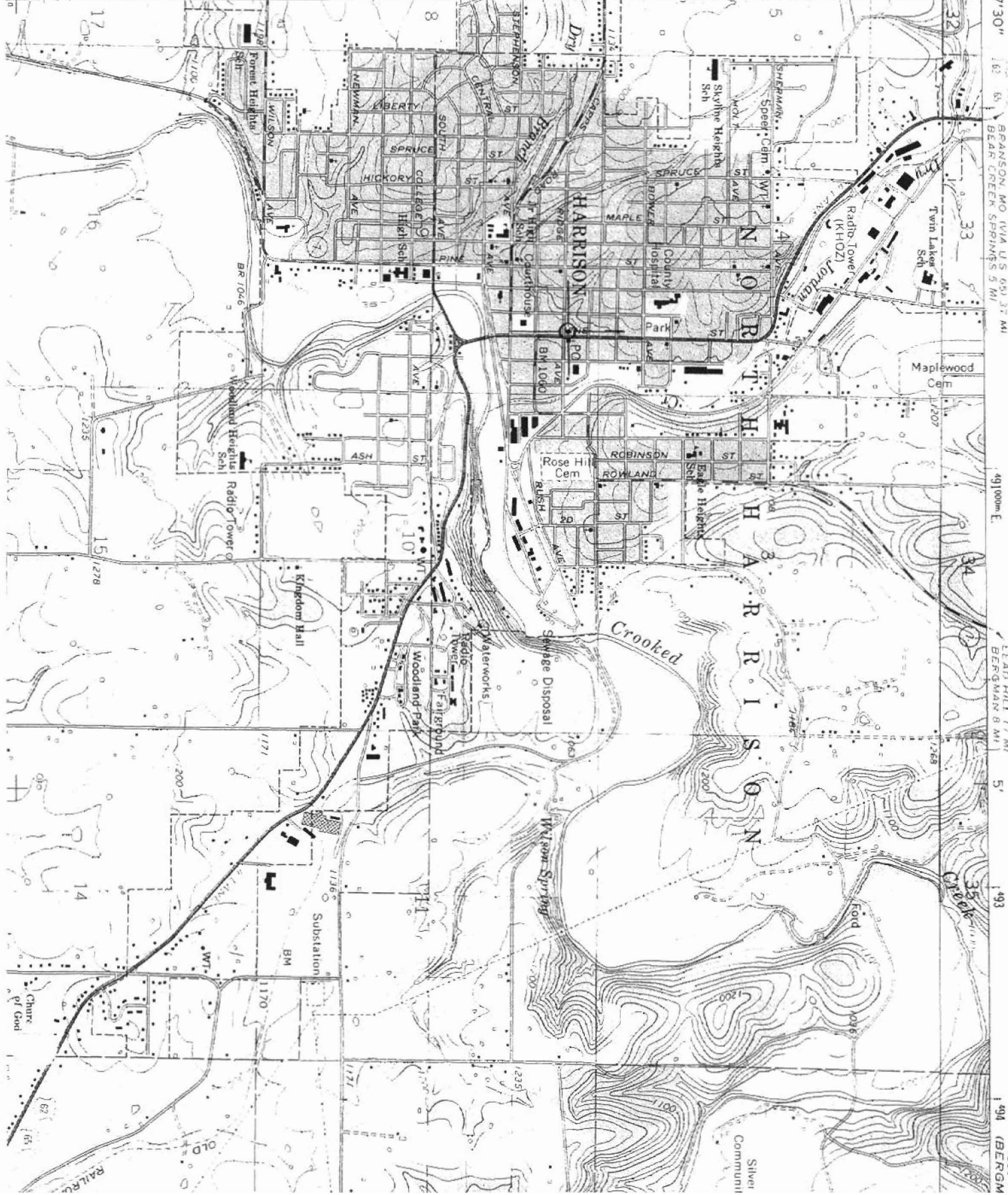
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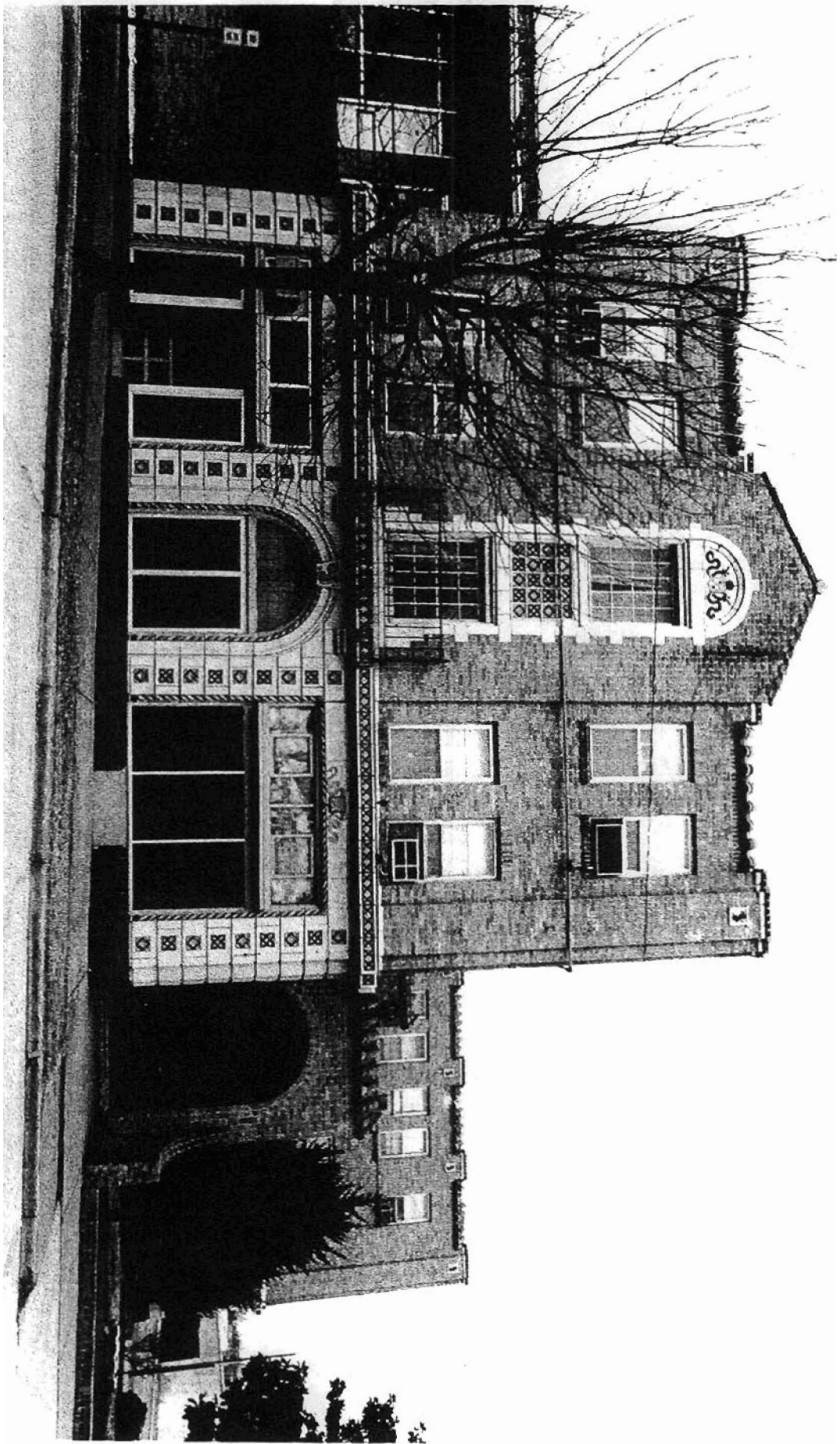


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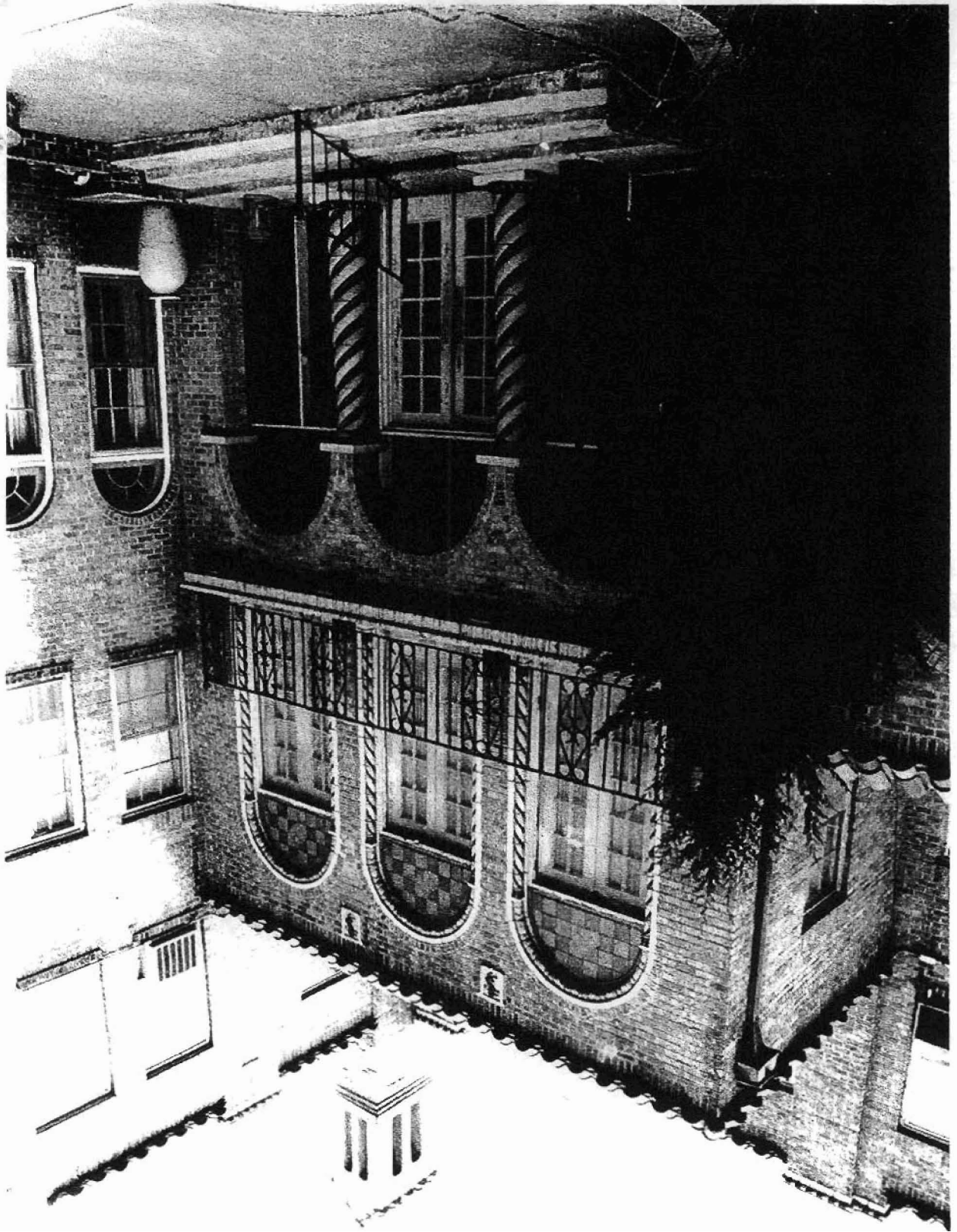
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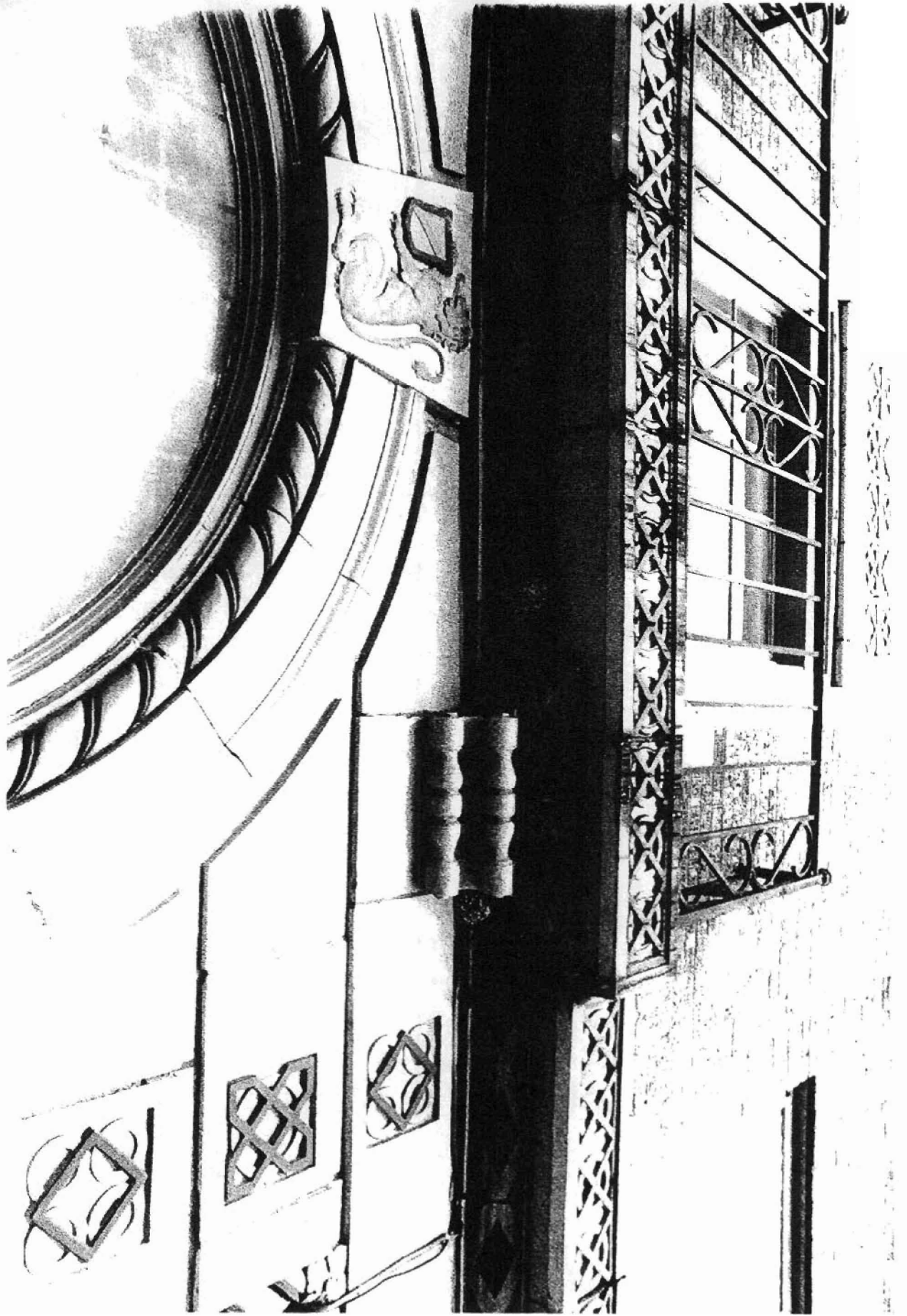
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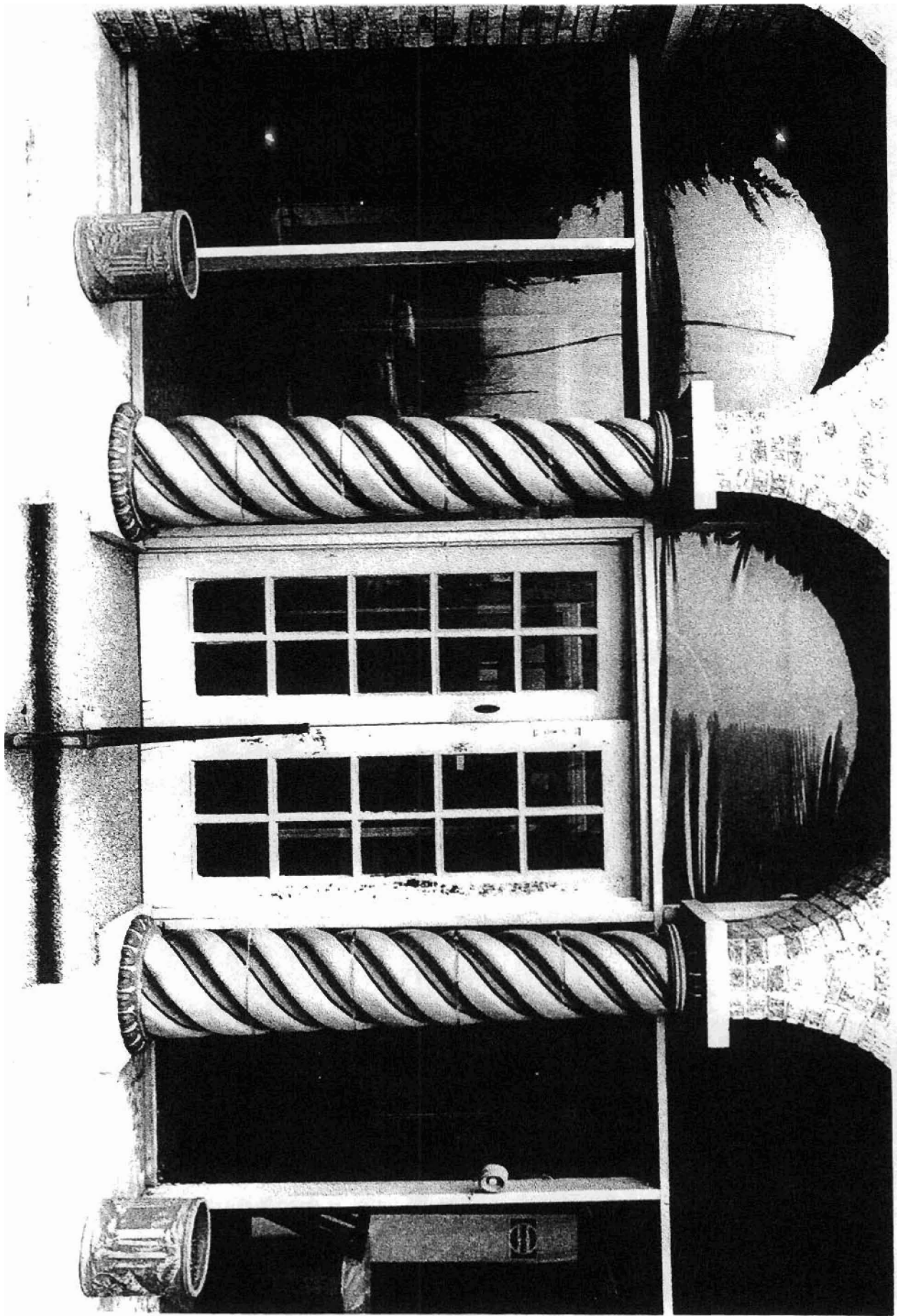
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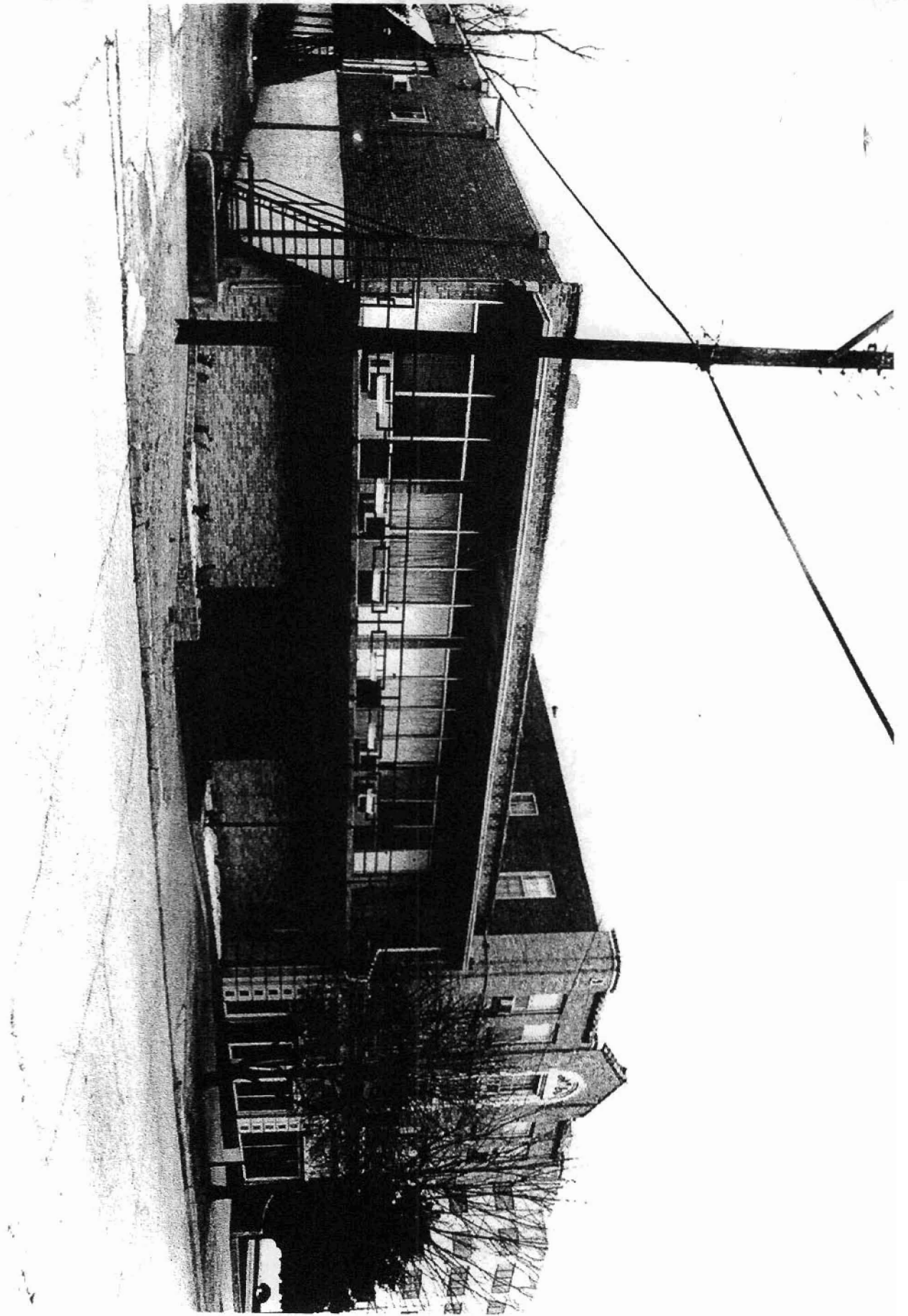


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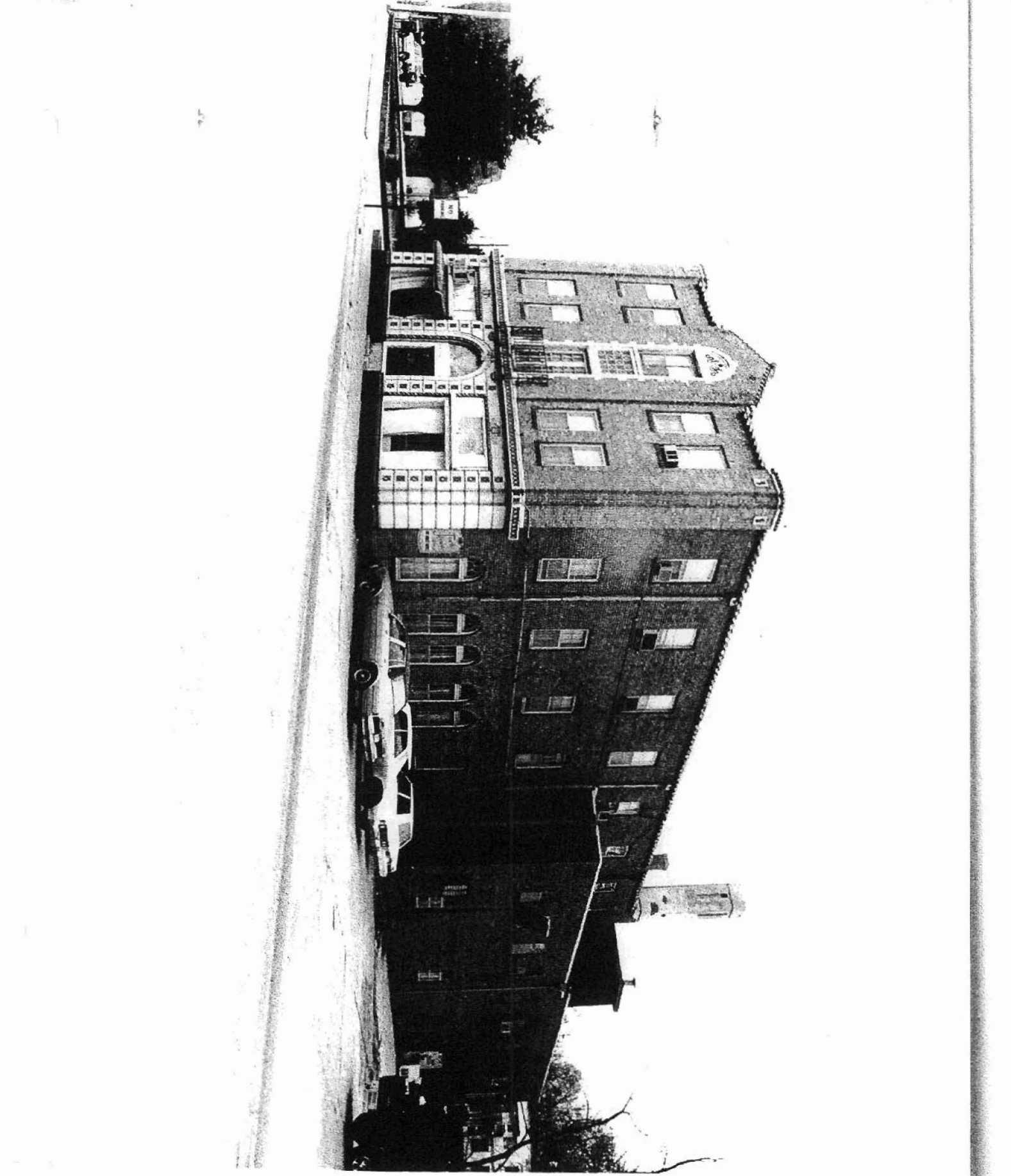
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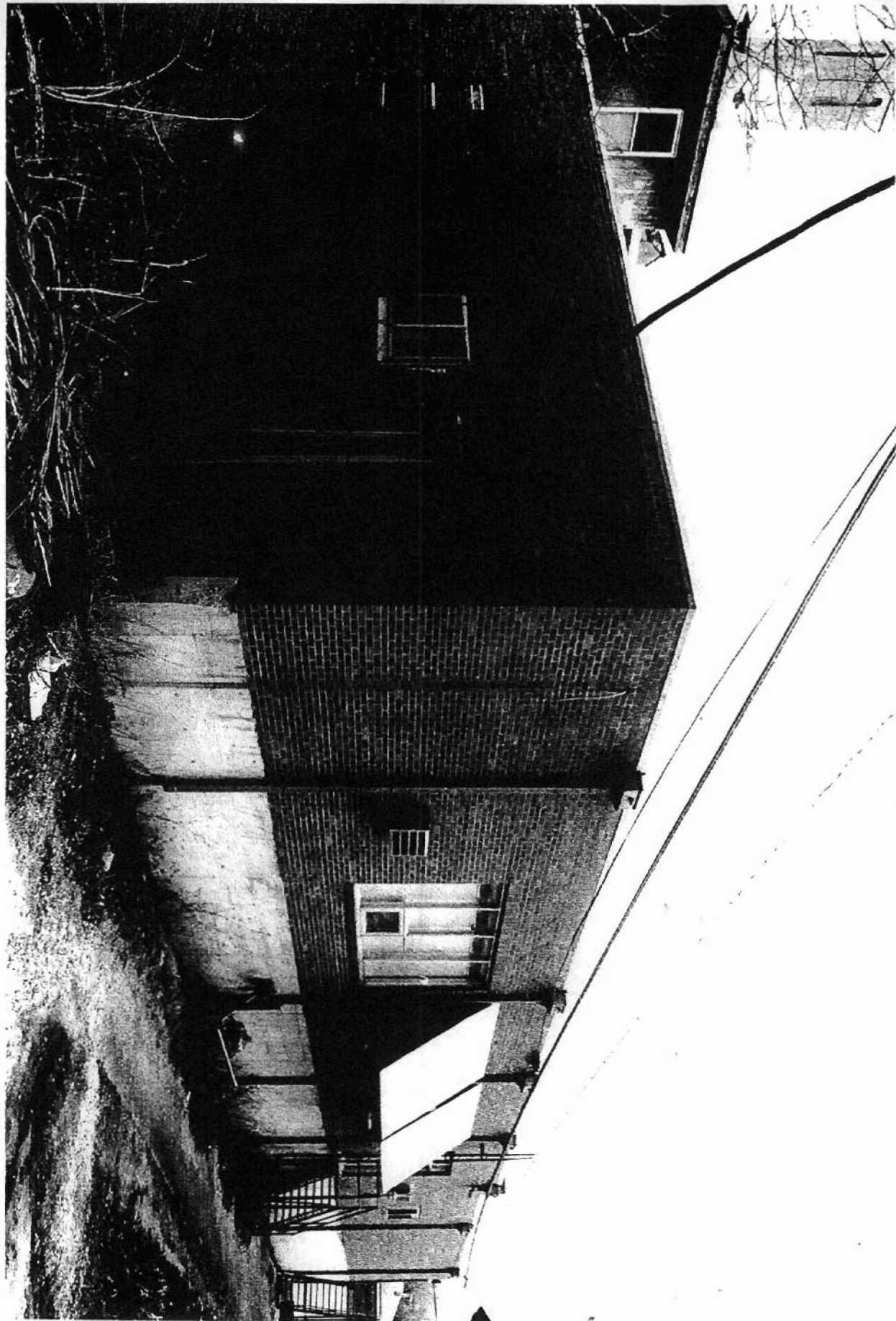


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Hotel Venice

Harrison, 3000 G. Ave. S.W.
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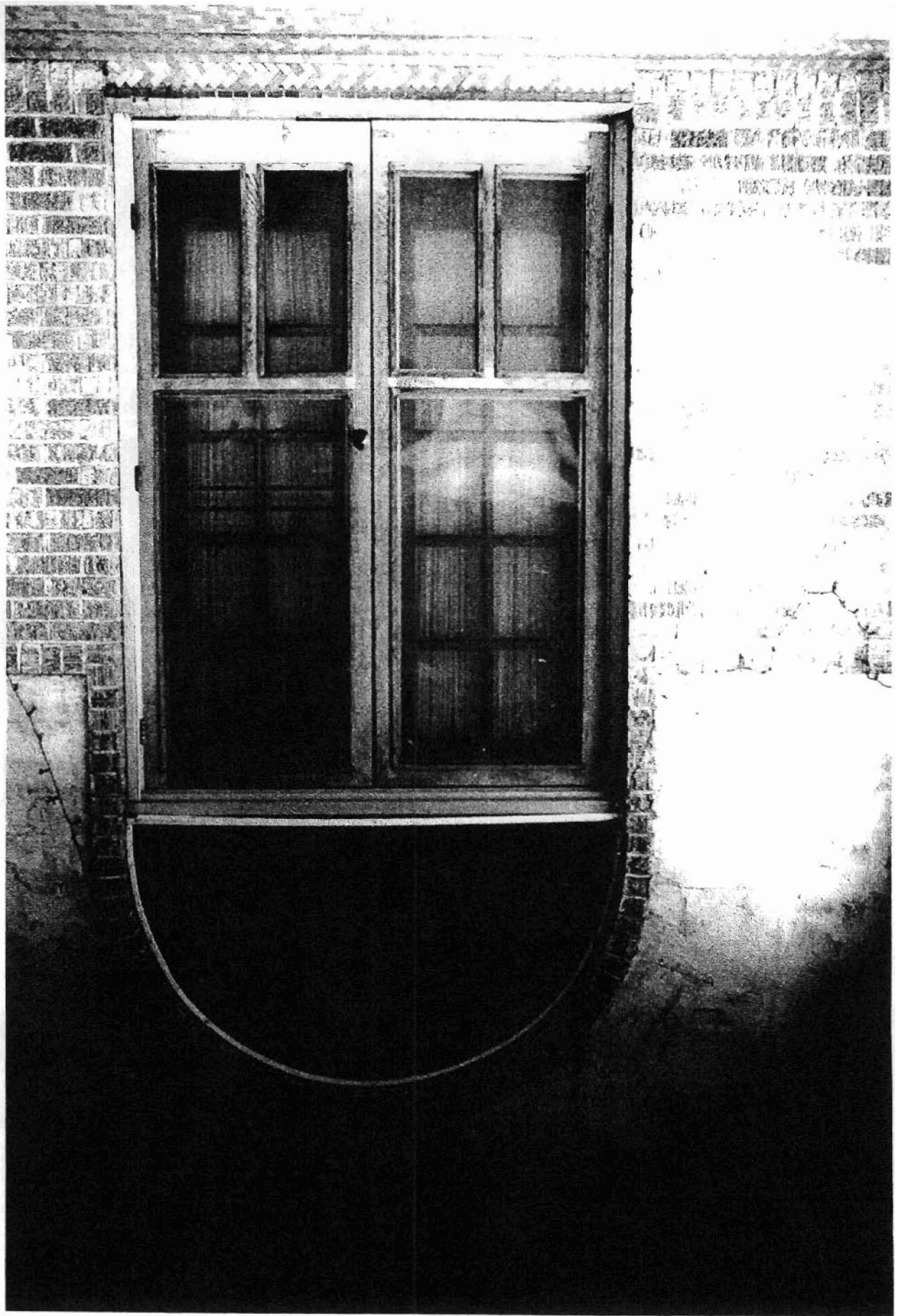
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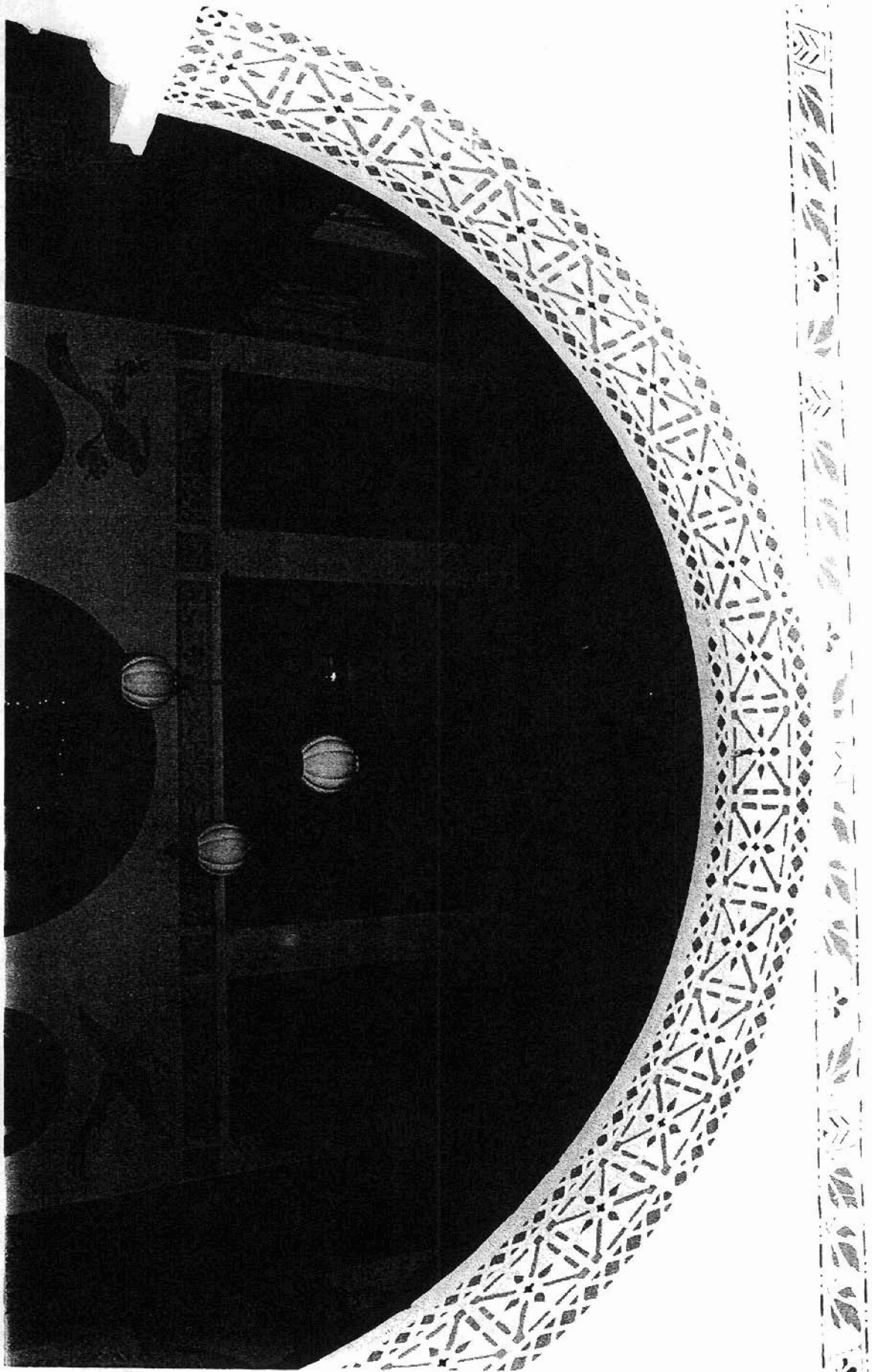
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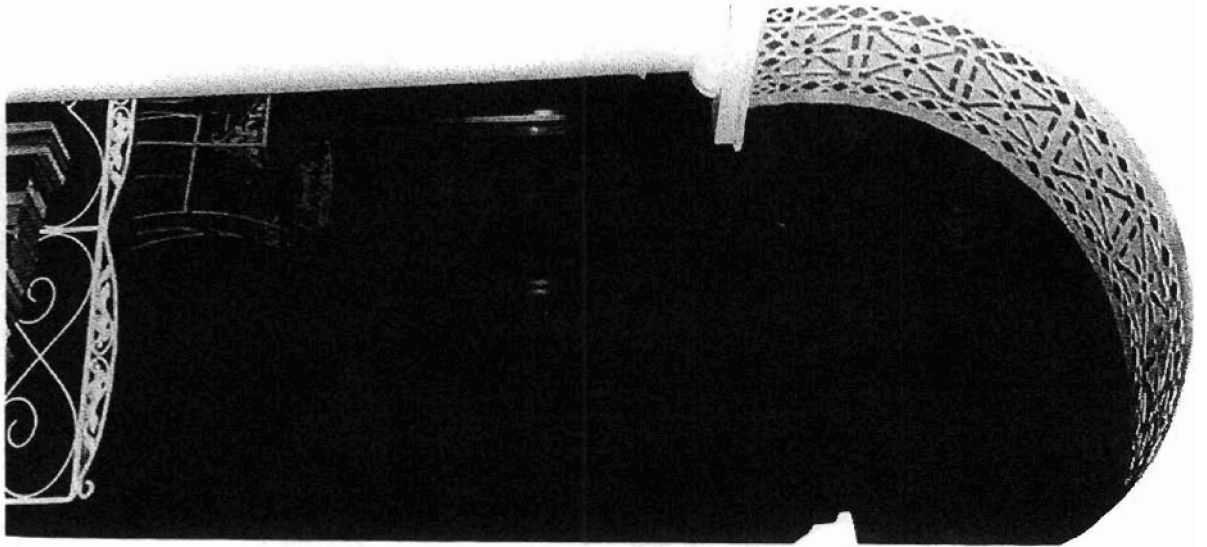
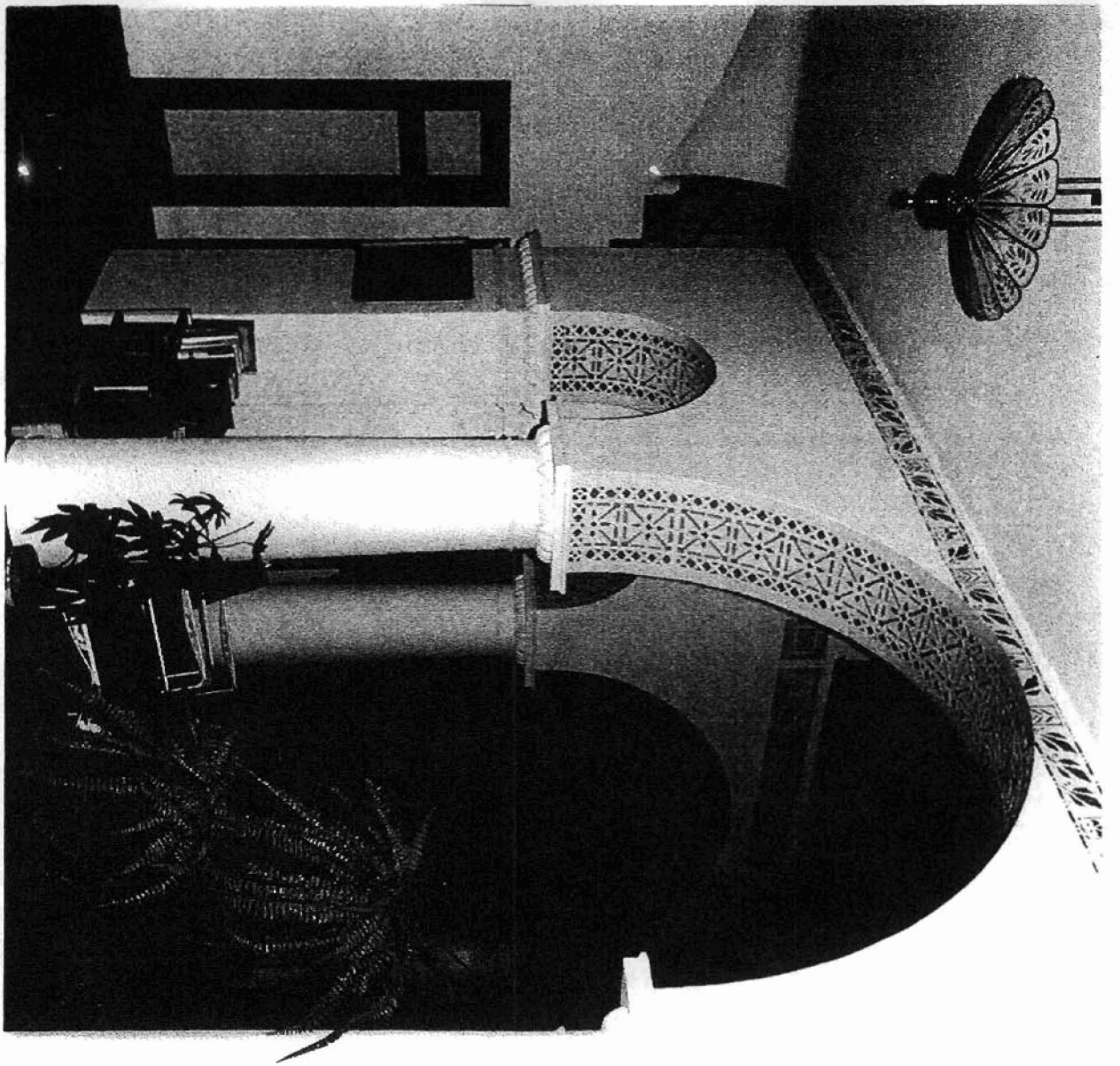
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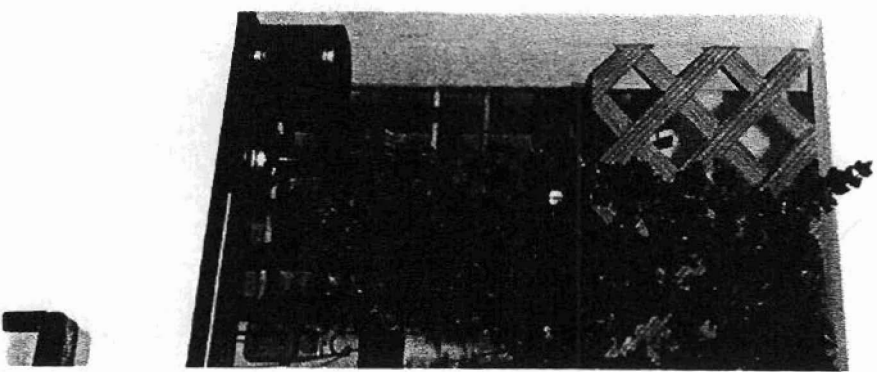
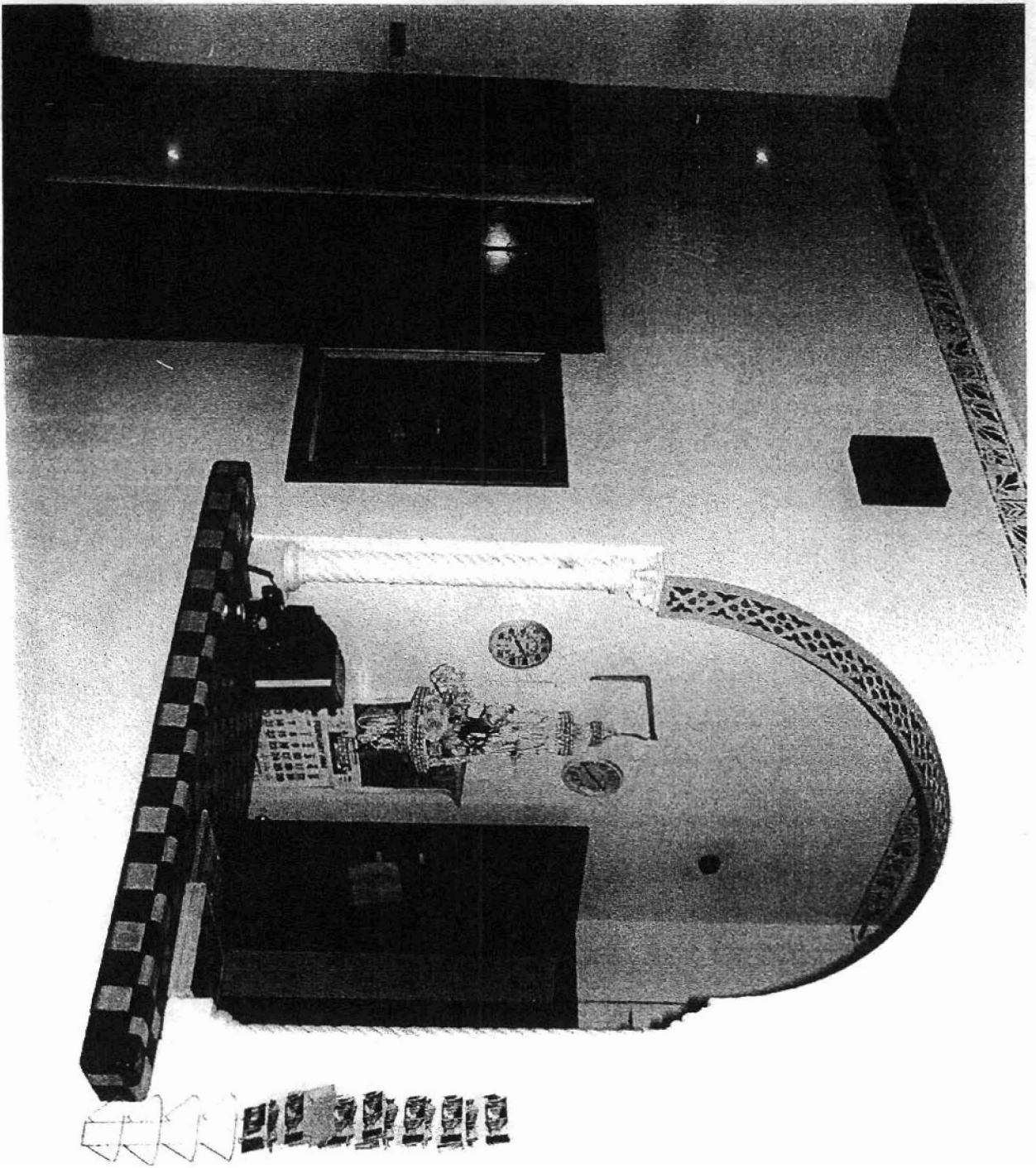
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Johnson, John G. records
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T. Brown, 1994
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HOTEL VAUNCE
KERRICK, DEANE & WILSON
PHOTOGRAPHED BY P. L. J. WILSON
FEBRUARY, 1934
MAGAZINE ON FILE IN AMPP
175 SIDE STREET TORONTO ONTARIO



HOTEL VERVALE

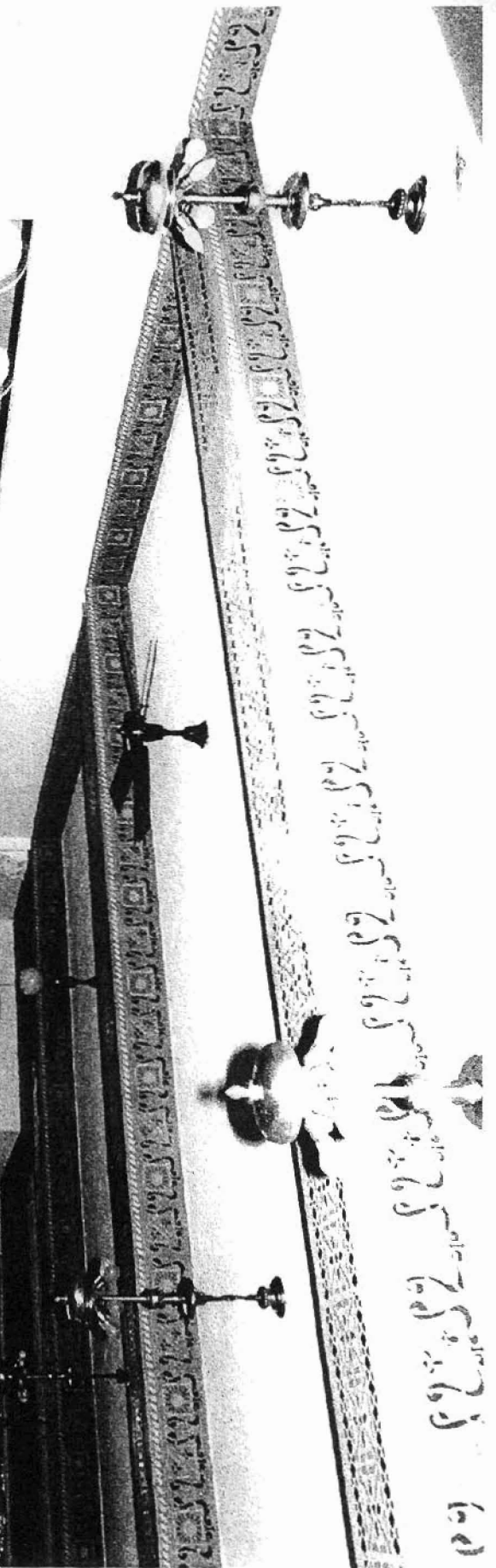
HILMARSON, 3000 W. 6th AVE. S.W.

PHOENIX, ARIZONA 85018

TELEPHONE 991

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ADDRESS: HILMARSON, DESK D-1111



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