

United States Department of the Interior  
National Park Service

NR LISTED

FEB 18 1999

NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM

AHPP

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1. Name of Property

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Historic Name: Wallace Building

Other Name/Site Number: PU0178

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2. Location

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Street & Number: 101-111 Main Street

Not for Publication: N/A

City/Town: Little Rock

Vicinity: N/A

State: AR County: Pulaski Code: AR 119 Zip Code: 72201

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3. Classification

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Ownership of Property: Public

Category of Property: Building

Number of Resources within Property:

Contributing	Noncontributing	
<u>  1  </u>	<u>      </u>	buildings
<u>      </u>	<u>      </u>	sites
<u>      </u>	<u>      </u>	structures
<u>      </u>	<u>      </u>	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

Wallace Building

Pulaski County, Arkansas

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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.

Cathy J. Slate \_\_\_\_\_ 1-7-99  
Signature of certifying official 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

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5. National Park Service Certification  
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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

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6. Function or Use

Historic: COMMERCE/TRADE Sub: Business

Current: COMMERCE/TRADE Sub: Organizational, Restaurant Specialty

7. Description

Architectural Classification:

MODERN MOVEMENT/Art Deco

Materials: foundation BRICK, LIMESTONE roof ASPHALT  
walls BRICK other LIMESTONE

Describe present and historic physical appearance:

Summary

The Wallace Building is a nine-story commercial structure designed by the architectural firm of Mann, Wanger & King and built in 1928. Located on a prominent corner at the intersection of Markham and Main Streets in downtown Little Rock, the reinforced concrete structure is faced with buff-colored brick and covered by a flat roof behind a parapet. Fenestration is provided by multiple-pane, metal-frame windows, and the building is ornamented with Art Deco-style limestone panels. While the upper eight stories of the building are virtually unaltered, the storefront has been modernized with aluminum-frame windows and doors and a marble paneled section at the northwest corner of the building. The interior lobby remains largely original and features marble walls and floors. Though now vacant, the upper level office spaces had been modernized to accommodate the varied occupants of the building. The first-story is still utilized by a restaurant, barbershop, and offices for non-profit organizations.

Elaboration

The front, or western, elevation fronts Main Street and is the principal façade of the building. The individual storefronts on the first story have been modernized with aluminum-frame windows and doors and black metal transoms and bulkheads. A more drastic alteration occurred at the northwestern corner of the building where black marble panels were added to

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create a smooth, flat wall surface around a relatively small aluminum-frame single-leaf door and adjacent window. In the center of the façade, three ziggurat-like, limestone pilasters extend above the second-story level (the center pilaster is taller) and define the entrance lobby on the first story. A horizontal band of limestone delineates the storefront from the upper levels and is adorned with Art Deco-style zigzags and geometric motifs.

The upper stories of the front elevation are divided into ten vertical window bays that are slightly recessed. Fenestration is comprised of twelve-pane, metal-frame windows (with an awning-type sash in the center of the window) in the middle six bays and slightly smaller nine-pane, metal-frame windows in the outer bays. The cornice level is decorated with stylized Art Deco limestone panels above the window bays. The outer bays have a geometric theme while the center panels are adorned with large floral patterns. In between the middle six window bays are similar floral-patterned limestone block capitals that extend above the parapet, creating a pilaster effect to the brick walls outlining the windows.

The northern elevation fronts Markham Street. The storefront consists of a short section of marble panels to the west and a dark gray brick wall, covering former windows, extending past the main vertical massing of the building to the adjacent Beal and Burrow Building to the east. An aluminum-frame, double-leaf entrance is placed near this junction. Like the front elevation, a horizontal limestone band of Art Deco motifs separates the storefront and upper levels. The upper stories are divided into four-recessed window bays with nine-pane, metal-frame awning windows. The cornice is adorned with geometric-patterned limestone panels above the four window bays.

The eastern elevation is largely obscured by the nearby Beal-Burrow Building and is not ornamented. The painted brick walls are fenestrated similarly to the other elevations, predominantly with the nine-pane window type.

The southern elevation does not contain a visible ground floor level as the western elevation storefront extends past the main building to 111 Main St. to the south. The upper level treatment is similar to the northern elevation with nine-pane windows divided into four window bays, but window bays are not recessed and the decorative limestone panels along the cornice have been omitted on this facade.

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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: LOCAL

Applicable National Register Criteria: C

Criteria Considerations (Exceptions): N/A

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Areas of Significance: ARCHITECTURE

Period(s) of Significance: 1928

Significant Dates: N/A

Significant Person(s): N/A

Cultural Affiliation: N/A

Architect/Builder:

Mann, Wanger & King, Architects  
Donaghey, George W., Builder

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above:

#### Summary

The Wallace Building is being nominated under Criterion C with local significance as a good example of a 1920s Art Deco-style commercial building and the best example in Little Rock of a multi-story office building of this style.

#### Historical Background

In 1928, former Arkansas governor George W. Donaghey constructed the nominated structure as an office building. George Washington Donaghey spent his early years farming and doing carpentry. As he perfected his carpentry skills, Donaghey's reputation as a builder grew and he was contracted to build such prestigious buildings as the Faulkner County Courthouse, Hendrix College's Old Main Building, the Arkansas School for the Deaf, and the Arkansas State Capitol. During his work on the State Capitol, Donaghey became involved in a dispute over deviation from the construction plans as drawn by architect George R. Mann. In 1907 construction on the new capitol stopped as a scandal over construction discrepancies broke out. Donaghey became involved in the political arena in addressing political assemblies about the corruption involved in building the State Capitol. Through this, Donaghey made a favorable impression on the political community in Arkansas and was elected governor in 1909. Upon election as governor, Donaghey was restored to full charge of building the Capitol and saw the project through to completion.

As governor, George Donaghey emphasized education plans for the state, worked diligently for a state prohibition act and fought a convict-lease system. He was considered one of the most progressive Arkansas governors in the early years of the twentieth century.

After serving as governor, Donaghey's career as a builder continued.



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Donaghey constructed the Bank of Conway, Tabor Hall at Hendrix College, Old Main at Central Baptist College and Old Main at the University of Central Arkansas. In 1925 he began construction of a fourteen story, modern office building at 7<sup>th</sup> and Main Streets in Little Rock which was heralded as the "utmost in modern office construction." The Donaghey Building was the tallest building in Little Rock and retained that status for another thirty years after its construction in 1925-26.

Following in the success of the Donaghey Building at 7<sup>th</sup> and Main, he began construction of another modern office building in downtown Little Rock. An old friend, architect George R. Mann, and his firm was responsible for the design of Mr. Donaghey's new building which was to be located on the east side of the 100 Block of Main Street, next to the Beal-Burrow Dry Goods Building that Donaghey built in 1920 (NR Listed 6/26/95). The design of the new structure was reflective of the popular Art Deco Style, was of fireproof construction, and contained two high-speed elevators. Total cost of construction was near \$500,000.

When the building was first constructed, it was called the "Donaghey Building," but to differentiate from the 1925 Donaghey Building at 7<sup>th</sup> and Main Street, Mr. Donaghey decided to name his newest construction the "Wallace Building." Wallace was the maiden name of his wife, Louvenia Wallace Donaghey.

Donaghey maintained management of the Donaghey Building, the Wallace Building, and the Federal Bank and Trust Building providing twenty-eight floors to rent in Little Rock. As part of the management of these buildings, Donaghey published the *Donaghey News*, a monthly pamphlet that contained news of interest to the tenants of his buildings and an editorial page on which Donaghey stated his own ideas on a variety of issues. The News was distributed to tenants for ten years and had a circulation of approximately three thousand.

The 1929 Little Rock City Directory lists the Wallace Building under "Buildings-Office and Public." Businesses listed for 1929 in the Wallace Building include: dentists, physicians, attorneys, architects, Park Elevator Company, U S Department of Agriculture-Bureau of Public Roads, Mercantile Brokerage Company, Right Place Stores Company, McEverlast Distributors paving materials, Retail Credit Men's Association, Peek Brothers Brokers, Arkansas Portland Cement Company, New South Land Company, American Employers Insurance Company, Continental Casualty Company and Hewitt-Davis Stores Incorporated-offices. The Venus Beauty Shop, listed as occupying the mezzanine floor in 1929, remained at that location until 1947.

The Wallace Building is currently owned by the City of Little Rock. Although the upper levels ceased to be used for offices a few years ago, the ground level storefront remains occupied by offices with strong ties to preservation: The Downtown Partnership, The Metrocentre Improvement District No. 1, the Historic Preservation Alliance of Arkansas, The Mosaic Templars

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Building Preservation Society and Friends of the Carousel. In addition, two longtime Wallace Building tenants remain, the famous Wallace Grill coffee shop and the Wallace Building Barber Shop.

Architectural Significance

Art Deco-style buildings were never widely distributed in Little Rock, and unfortunately, a number of significant Art Deco-style buildings, including perhaps the best example of the style constructed in Little Rock - the Union Trust Building, have been lost in recent years. Remaining examples include the 1929 Worthen Bank Building (now KATV-TV station) at 4th and Main Streets and the Wallace Building. Designed by the architectural firm of Mann, Wanger & King and completed in 1928, the nine-story Wallace Building is the largest of the Art Deco-style commercial buildings in downtown Little Rock. Ornamentation, while restrained, consists of key Art Deco design motifs. Horizontal limestone bands and panels feature chevrons, zig zags, and other floral and geometric patterns. Ziggurat massing is suggested in the three front elevation pilasters and in the parapet treatment. For its combination of size and design, the Wallace Building is being nominated under Criterion C with local significance.

9. Major Bibliographical References

Arkansas Gazette. (various articles) 1925, 1928-1929.

Faulkner County Historical Society. Faulkner County: Its Land and People. Conway, AR: River Road Press, 1986

Ledbetter, Calvin R., Jr. Carpenter From Conway. Fayetteville, Arkansas: University of Arkansas Press, 1993.

Little Rock/North Little Rock City Directories, 1920-1940.

The Governors of Arkansas. Ed. Timothy P. Donovan and Willard B. Gatewood, Jr. Fayetteville, Arkansas: University of Arkansas Press, 1981.

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 # \_\_\_\_\_

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Primary Location of Additional Data:

- 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	15	566820	3845120	B	—	—	—
C	—	—	—	D	—	—	—

Verbal Boundary Description:

Block 2, Lots 1,2,3 and NW Par of Lot 4 Original City of Little Rock, Pulaski County, Arkansas

Boundary Justification:

This boundary contains the Wallace Building and all of the property historically associated with this resource.

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11. Form Prepared By

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Name/Title: Sandra Taylor Smith

Organization: Private Consultant

Date: October 20, 1998

Street & Number: 16200 Cooper Orbit Rd Telephone: (501) 221-3391

City or Town: Little Rock State: AR ZIP: 72210



WALLACE BUILDING  
LITTLE ROCK  
PULASKI CO., AR  
UTM REFERENCE:  
15/566820/3845120

LITTLE ROCK QUADRANGLE  
ARKANSAS  
7.5 MINUTE SERIES (TOPOGRAPHIC)

7533 1 SW  
(MC ALMONT)

SEARCY 45 MI. (VIA U. S. 67 & 167)  
1.7 MI. TO INTERSTATE 40  
68 92°15' 34°45'

1.1 MI. TO INTERSTATE 40















