

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Capitol-Main Historic District

other names/site number _____

2. Location

street & number 500 block of Main St., 100-200 blocks of W. Capitol Ave., 500 block of Center St., and 100-200 blocks of W. Sixth St.

not for publication
N/A

city or town Little Rock

vicinity N/A

state Arkansas code AR county Pulaski code 119 zip code 72201

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this 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 for in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant

nationally statewide locally. (See continuation sheet for additional comments.)

Carrie Marshall
Signature of certifying official/Title

3/19/12
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 for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the 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 the Keeper

Date of Action

5. Classification

Ownership of Property* (Check as many boxes as apply)

Category of Property (Check only one box)

Number of Resources within Property (Do not include previously listed resources in count.)

- private, public-local, public-State, public-Federal

- building(s), district, site, structure, object

Table with 2 columns: Contributing, Noncontributing. Rows for buildings, sites, structures, objects, Total.

Name of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of Contributing resources previously listed in the National Register

2

6. Function or Use

Historic Functions (Enter categories from instructions)

- Commerce/Trade: Department Store, Commerce/Trade: Specialty Store, Commerce/Trade: Business, Commerce/Trade: Restaurant

Current Functions (Enter categories from instructions)

- Commerce/Trade: Business, Commerce/Trade: Restaurant, Recreation/Culture: Theater, VACANT/NOT IN USE

7. Description

Architectural Classification (Enter categories from instructions)

- Late 19th and Early 20th Century American Movements: Commercial Style, Late 19th and Early 20th Century American Movements: Chicago, Modern Movement: Art Deco, Modern Movement: International Style

Materials (Enter categories from instructions)

- foundation Concrete, brick, walls Concrete, brick, roof Asphalt, other

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

(Mark "X" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

Levels of Significance (local, state, national)

Local

Areas of Significance (Enter categories from instructions)

Commerce

Community Planning and Development

Architecture

Period of Significance

1899-1962

Significant Dates

N/A

Significant Person (Complete if Criterion B is marked)

N/A

Cultural Affiliation (Complete if Criterion D is marked)

N/A

Architect/Builder

Charles L. Thompson

George R. Mann.

Theodore M. Sanders

Frank Ginocchio

Criteria Considerations

(Mark "X" in all the boxes that apply.)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B.** removed from its original location.
- C.** birthplace or grave of a historical figure of outstanding importance.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property
- G** less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

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:

- State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local Government
- University
- Other

Name of repository: _____

Capitol-Main Historic District

Name of Property

Pulaski County, Arkansas

County and State

10. Geographical Data

Acreage of Property Approximately 7.5 acres

UTM References

(Place additional UTM references on a continuation sheet.)

1 15 566618 3844875
Zone Easting Northing

2 _____
Zone Easting Northing

3 _____
Zone Easting Northing

4 _____
Zone Easting Northing

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Kelsey Fields/Intern, edited by Ralph S. Wilcox, National Register & Survey Coordinator

organization Arkansas Historic Preservation Program date September 13, 2011

street & number 1500 Tower Building, 323 Center St. telephone (501) 324-9787

city or town Little Rock state Arkansas zip code 72201

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location

A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items

(Check with the SHPO or FPO for any additional items.)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name _____

street & number _____ telephone _____

city or town _____ state _____ zip code _____

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listing. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*)

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P. O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20303.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 1

SUMMARY

The Capitol-Main Historic District is being submitted for nomination to the National Register of Historic Places under Criteria A and C. The proposed district is a two and a half block section of West Capitol Avenue from Center Street to Main Street, bounded on the south by West Sixth Street, and includes the southeast corner of the intersection of Main and West Sixth Streets. The district is composed of seven large commercial buildings, three previously listed buildings and seven non-contributing resources comprised of three parking lots, and four buildings. The buildings in the district are examples of 20th Century Commercial with architectural elements inspired by Art Deco, Italianate and Sullivanesque Styles. The majority of the buildings were built between 1909 and 1929. New buildings were built in the 1940s and the older buildings were remodeled in the 1960s. Many of these buildings are some of the remaining examples of the varied architectural designs by influential Arkansas architects, such as Charles L. Thompson, Theodore M. Sanders, Frank Ginocchio, and George R. Mann.

ELABORATION

Galloway Building—601 South Main Street, Building #1, Contributing

The Galloway Building was built in 1912 as the new building for the Arkansas Carpet and Furniture Company. It was renovated by Charles L. Thompson in 1922, creating the current façade. Under the occupation by Pfeifer's Home Center in the 1960s, the building underwent another renovation where a metal frame was installed and faux granite panels were attached. These panels were also applied to the building to the south of the Galloway, giving them the appearance of being the same International Style building and visually unifying them with the main Pfeifer's store located across the street. The interior of the building was redesigned to accommodate a stage theatre in 1988. At this time, the false façade was removed. Although the projecting cornice and supporting modillions on the Main Street elevation and part of the Sixth Street elevation were shaved off to accommodate the 1960s remodel they have since been repaired with replicas. The remaining features of the 1922 glazed brick building are intact above the often remodeled first floor retail space. The first floor is topped by a terra cotta string course with terra cotta detailing, as is the third floor, whose diamond and rectangle shaped geometric motifs are some of the few examples of Art Deco Style remaining in Little Rock. Decorative attic vents are also surrounded by circular terra cotta detailing. The lines of windows on the second and third floors retain the same footprint; however, the two windows that framed a wider stationary window have been replaced with two windows framing a two-over-two stationary window on the Main Street elevation. The windows maintain their original appearance on the Sixth Street elevation. All of the new windows are detailed to mimic the original geometric sashes that were found on the third floor. Also added in the 1988 remodel is a second floor skywalk that crosses Sixth Street and connects to the Metrocenter Mall. Despite the modifications to the building the 1922 façade remains largely intact, contributing to the historic quality of the district.

Metrocenter Mall—501-517 S. Main Street, Building #2, Non-Contributing

Originally, a half-block of historic buildings and the 1957 J. C. Penney's department store, the buildings at 501-517 South Main Street were totally gutted and remodeled by the Metrocenter Improvement District in

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 2

1985 to create an indoor shopping mall. Although the facades of the of the 1925 Back Brothers' Department Store, which was established 1885 and later housed J.C. Penney's from 1931 until their move in 1957, and the 1923 Bracy Hardware Company buildings remain, the building is non-contributing due to the extensive remodeling.

Arkansas Carpet and Furniture—524 S. Main Street, Building #3, Individually-Listed

Built in 1899, the building quickly gained two additional storefronts on the north side. It was remodeled in 1912 when all the storefronts were combined into a single sales floor for the Pfeifer Brothers Department store. The Sixth Street side of the first floor was opened up for display windows and an entrance was added. The building was remodeled again in 1939. Again, only the first floor was affected. The old display windows were replaced by new windows with "borders of blue-green marble stone" and chrome. The marble only extended onto the Sixth Street side a few feet. In addition, a new set of Herculite doors were installed. Sometime either during this remodel or at a later date the brick was painted a lighter color than the original reddish brick. Around 1960 the building experienced a drastic change in appearance. An International Style false façade of faux granite paneling was installed on a grid of metal framework. This was reversed in 1996 with only minor damage as the original cornice was lost in the 1960s remodel. The removal of the faux granite paneling revealed the original twelve windows on each floor of the Main Street elevation and the fourteen on the Sixth Street elevation. All of the windows are topped by a transom window of the same width. Between each window on the Main Street elevation is a pilaster with an egg-and-dart patterned capital. These pilasters support terra cotta arches decorated with acanthus leaf patterns. Below these windows are decorative terra cotta panels of raised half-spheres. The Sixth Street elevation is decorated a dentil molding above the third floor windows. The building retains its architectural integrity and was listed 05/18/2000.

Pfeifer Annex—514 S. Main Street, Building #4, Contributing

The annex is a three-story building constructed in 1954 in the International Style. It is a contributing building in the district because of its association with Pfeifer business and because it has remained architecturally intact since its construction. The first floor has a cantilevered awning. The remainder of the façade is covered in square, red, faux-granite panels. It is punctuated with two rows of three framed, square windows the same size as the panels, positioned to the right of center.

M.M. Cohn Building—510 S. Main Street, Building #5, Contributing

This Art Deco building was designed by architects Theodore M. Sanders and Frank Ginocchio in 1940. It is a five-story building of fabricated stone with dark granite panels between each floor. The second floor contains a stripe of chevron detailing that runs the length of the façade which is divided into three bays by large smooth pilasters. Each bay contains two smaller, fluted pilasters. The fluted pilasters end at the bottom of the fifth floor and are decorated at the top with rising sun pattern. The larger pilasters are topped with a column of chevron detailing. The windows on the top four floors are the original steel casement windows. Each bay consists of a two-pane window topped with a transom window on either side of a three-pane

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 3

window topped by a transom window. This contributing building remains architecturally intact and even features the original company lettering above the cantilevered awning.

State Bank/Boyle Building—500 S. Main Street, Building #6, Contributing

This eleven-story tall Sullivanesque building was designed by George R. Mann and constructed in 1909 as Arkansas's second skyscraper. The building is surrounded with pilasters. The main north entrance was topped with an open pediment and framed by columns while the secondary east entrance was topped with an arched surround. The first and second floors serve as a base separated from the third floor by a foliated terra cotta stringcourse. The third floor is also topped by a matching string course. The ninth floor is capped with a stringcourse that is detailed with lion heads. This stringcourse serves as the base for the capital of the building which consists of the top two floors. The tenth floor is decorated with large foliated terra cotta pieces in a wreath design underneath the fluted corbels that extend the entire height of the eleventh floor to support the projecting cornice. The cornice is decorated with a shell or anthemion design. The first floor storefronts were remodeled throughout the years and are currently in-filled and can be exposed. However, the original entrances have been lost. A modern penthouse with large stationary windows was added in 1949. At that time the second story windows were redesigned, incorporating three rows of glass block on either side of each one-over-one window. Pink granite has been added to the north-east corner of the first floor and the current entrance is centered in the façade facing West Capitol Avenue. The Boyle building is a contributing building, as it retains its historic integrity from the era of significance.

Atkins Building—501 South Louisiana Street, Building #7, Non-Contributing

This 1982 building designed by the Wittenberg Firm, is a modern, triangle shaped office building of steel frame construction covered in precast concrete panels. The rest of the lot is a landscaped park area. It is non-contributing to the district due to its lack of association with the 1909-1962 era of the district.

Hall Building—201-209 West Capitol Avenue, Building #8, Contributing

In 1923 the Boyle Realty Company built the Hall building, named after their Vice President Walter G. Hall. The five-story building was designed by Theodore M. Sanders and Frank Ginocchio in the Chicago School's Sullivanesque Style of tall buildings. The building is constructed from reinforced concrete. The first-floor base of the building has been remodeled for retail purposes. The original ground floor façade featured pilasters capped with garland draped shields. The windows were stationary glass but the tops were decorated by a panel, possibly of cast-iron, with a wreath and ribbon decoration centered between two more wreath decorations. At this time the main entrance was a recessed corner door with the same decorative panels over the openings on either side of the shield capped column. The second through fourth floors serve as the shaft and are fenestrated by rows of thirteen windows on the Capitol Avenue elevation and twelve windows on the Louisiana Street elevation. Each bay of a fixed transom window over two horizontally sliding windows is separated by a pilaster which is topped with a fluted capital. Under each window is a decorative terra cotta panel featuring a circular detail in the center. This motif is repeated on the stringcourse above each pilaster. This is followed by a narrow dentil course. The fifth floor is the capitol of the building and each window is

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 4

separated by terra cotta panels detailed with shields and urns. This is followed by the frieze which is decorated with terra cotta tiles with a three-frond acanthus pattern. Above that is an egg and dart band topped by a dentil band. The cornice is topped by a band of decorative terra cotta bouquet in the pattern of anthemion. The interior was remodeled in 1963 and the first floor currently houses four retail spaces facing Capitol Avenue. Each of the front walls is made of glass windows and is topped with a triangular cloth awning, but the exterior retains its architectural integrity, making it a contributing building.

Fabric Center Building/ Hall Annex—211-215 W. Capitol Avenue, Building #9, Contributing

The Fabric Center was constructed in 1946, by Hall-Ledbetter, Inc., of reinforced concrete in the International Style. The first floor has been remodeled to accommodate modern retail trends. The second floor is decorated with a row of horizontal triple-paned windows surrounded by glass block windows. The third floor is banded by triple-panel windows which stretch the full length of the façade. The east elevation is hidden by the Hall building and the west elevation is partially hidden by the Sterling annex. Currently the building houses three retail spaces on the first floor. Each space features two stationary windows framing a single glass door with a transom window. This is then topped by a triangular cloth awning. This building contributes to the district's second era of significance from 1940-1957.

Sterling Annex—217 W. Capitol Avenue, Building #10, Non-Contributing

The Sterling Annex is a one-story, addition that was built sometime in the 1940s. The annex currently matches the International Style of the first floor of the Sterling store. Although the façade matches the Sterling Store, the buildings is not contributing to the district as the original façade is entirely obscured. Walls are clad in brown brick fenestrated by two stationary windows on either side of glass double doors topped with a transom light. Each of the windows is separated by a rectangular, brown-brick column. The windows are covered by a rectangular metal awning. Above the awning are walls of pre-cast concrete panels. The windows are currently boarded up.

Sterling Store—219-229 W. Capitol Avenue, Building #11, Contributing

Designed circa 1918-1928 by Theodore M. Sanders, the three-story building is constructed of white-glazed brick and interior iron posts and beams. The second and third floors were spanned by rows of windows divided by pilasters. Between each pilaster are three windows which were originally one-over-one and double-hung. The second and third floors are furthermore separated by a raised brick panel. The tops of the corner pilasters are still decorated with a diamond and shield shaped brick detail glazed in a dark green or black color. Above these decorations are a stringcourse and a frieze that is punctuated by attic vents above each window. This is followed by the cornice which wraps around the corner to the Center Street façade the length of one bay of windows and then picks up again at rear corner the same length. This elevation has a single vent above each bay, instead of a vent above each window and a door at the rear corner. The first floor matches the annex with the Center Street elevation having no windows and the main Capitol Avenue façade being fenestrated from east to west by two stationary windows, two sets of double doors, another window, and finally another set of doors all separated by brick columns. The windows and doors are covered by a

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 5

rectangular metal awning. Currently all the windows on the top two floors have been in filled with paneling and the ground floor windows are boarded up. It is contributing to the district as it retains the integrity of being a department store for over seventy years in this building.

Lafayette Hotel—532 South Louisiana Street, Building #12, Individually-Listed

The hotel was constructed in 1925 to house people who came to Little Rock for shopping and business. It is a Chicago School building with terra cotta decorations. The base of the building consists of the first floor and mezzanine levels which are clad in limestone and separated from the limestone clad second floor by a stringcourse of green marble decorated with terra cotta medallions and shields. Above the stringcourse on the Sixth Street elevation are terra cotta panels decorated with shields and banderoles. The second floor is also topped by a stringcourse. Floors four through ten make up the shaft of the building and are fenestrated with eight-over-two windows. The eleventh floor is separated from the tenth by a large stringcourse supported by modillions. Windows on the top floor are patterned in single and grouped windows separated by pilasters and topped with keystone detailed arches. The gable projections of the roof are also supported by modillions. The interior was remodeled following the Great Depression. In 1953 a mechanical, electrical and plumbing renovation occurred where bathrooms, core stairwells, and elevators were added. In 1984 the building was repurposed to serve as office space and the 1940s stencil decorations restored. The building was adapted again in 2005 for mixed-use, converting floors six through ten into condominiums. The original windows have been replaced; however, the green marble decoration between the windows of the first and mezzanine floors remain as do the cast iron awnings over the doors. It was listed on the National Register on 09/30/1982.

INTEGRITY

The Capitol-Main Historic District is composed of seven large commercial buildings, three previously listed buildings and seven non-contributing resources comprised of three parking lots, and four buildings. The buildings in the district are examples of 20th Century Commercial with architectural elements inspired by Art Deco, Italianate, and Sullivan-esque Styles. The majority of the buildings that were built between 1909 and 1929 retain their major original design elements and decorative detailing. Those buildings that underwent major external remodeling in the 1960 have had their false façades removed, revealing minimal damage to the historic architecture. Furthermore, buildings that were constructed in the in the 1940s are nearly intact. These buildings retain the integrity of their historic designs, materials, and are examples of the master design and workmanship used in creating buildings of a booming commercial district between 1899 and 1962.

Although the buildings within the Capitol-Main Historic District have maintained their integrity, with the exception of alterations to first floors, which was a common practice, the area around the district has undergone changes, mainly in the 1960s. To the south of the district, changes occurred in the early 1960s that were geared towards increased automobile traffic. The block south of 6th Street, between Center and Louisiana streets, had a Downtowner Hotel built at the northwest corner in 1963, and the rest of the block

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 6

became parking. It reflected a trend towards a more automobile-centered society. (Interestingly, according to the 1950 Sanborn map, much of the block was previously occupied by the City Market Arcade, which also incorporated its own parking.)

The need for increased parking was also the result of Urban Renewal that began in Little in the 1950s and hit the commercial area of the city by the 1960s with the establishment of the Central Little Rock Urban Renewal Project, which became a national model for urban revitalization. The result of the project was the construction of the skyscrapers to the north of the district on Capitol Avenue in the late 1960s. Although the skyscrapers did alter the district's setting to the north, they still maintained the urban feel that the area has always possessed. These changes involving demolition and new construction did alter the setting of the district. However, they also reflect the evolution of the commercial area to remain a viable and important part of Little Rock's commercial history.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 7

CAPITOL-MAIN HISTORIC DISTRICT

Property List

C/NC	ADDRESS	BUILDING NAME	CONSTRUCTION DATE
C	601 South Main	The Galloway Building	D1912
NC	501-517 South Main	Metrocenter Mall	D1985
IL	524 S. Main	Arkansas Carpet and Furniture/ Pfeiffer Brothers Department Store	D1898
C	514 S. Main	Pfeiffer Annex	D1954
C	510 S. Main	M.M. Cohn	D1940
C	500 S. Main	State Bank/Boyle Building	c.1909
NC	501 South Louisiana	Atkins Building	D1982
C	201-209 West Capitol Avenue	Hall Building	D1923
C	211-215 West Capitol Avenue	Fabric Center Building	D1946
NC	217 West Capitol Avenue	Sterling Annex	c.1945
C	219-229 West Capitol Avenue	Sterling Store	D1918
IL	523 South Louisiana	Lafayette Hotel	D1925

C = Contributing

NC = Non-Contributing

IL = Individually Listed

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 1

SUMMARY

The Capitol-Main Historic District is being nominated for inclusion on the National Register of Historic Places for its local significance under Criterion A for its association with the commercial development of downtown Little Rock and under Criterion C for its importance as a representation of 20th Century American Commercial buildings. The proposed district is a two and a half block section of West Capitol Avenue from Center Street to Main Street, bounded on the south by West Sixth Street, and includes the southeast corner of the intersection of Main and West Sixth Streets. The majority of the buildings were built between 1909 and 1929. New construction occurred in the 1940s and the older buildings were remodeled in the 1960s to keep up with modern designs and the progressive redevelopment of retail space. This district represents the long pattern of commercial use from the early 1899-1962 in downtown Little Rock with the peak of its importance being 1930-1960.

ELABORATION

The city of Little Rock came into being shortly after the Quapaw ceded the land to the United States government in 1818. The land was populated by a small number of frontiersmen and in 1821, because of its centralized location, it became the territorial capital. In addition to being the territorial capitol, Little Rock was also the center of commerce in the territory. Its geographical location on the Arkansas River near the crossing of the Old Southwest Trail, between the Mississippi River Delta and the Ozark Foothills, allowed for the development of a port for shipping on the Arkansas River to and from the Mississippi River. Furthermore, it was connected to Memphis, Tennessee, by a road in 1827 and in 1871 by the first rail line. Due to the availability of transportation and the abundance of the state's natural resources, the Little Rock Board of Trade marketed their city as a manufacturing center just waiting for investment and development. In their 1897 handbook on the city, the board discussed the retail opportunities in the state claiming that "in its place as the social center of the state, [Little Rock] is the only absolute center of fashion found in Arkansas." Because of its status as the social and fashion center of Arkansas, a commercial district began to stretch along Main Street in the 1890s. After the completion of the new state capitol building in 1915, Fifth Street was renamed Capitol Avenue and became the major thoroughfare to the state capitol. Businesses subsequently took advantage of this new traffic and began developing the avenue where it intersected the already popular shopping district found on Main Street. This multi-block collection of department, hardware, music, and five and dime stores continued to be a vibrant commercial center until the 1980s serving not only as the shopping center for Little Rock, but also for the entire state.

1900-1930s

The majority of the buildings in this district were built between 1909 and 1929. This era was split into three major phases, pre-war, World War I, and post-war. During the pre-war phases new buildings were being constructed, but during the war effort, development was focused on military needs such as developing bases to provide training for soldiers, not building downtown retail buildings. However, in the early twenties wartime reserves of building supplies such as steel, lumber and brick were readily available, as were loans,

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 2

which lead to a downtown building boom. The buildings constructed in this era are important to the history of a number of businesses that operated in Little Rock for decades.

The earliest building that remains standing in the district is at 524 S. Main Street. It was built in 1899 for the **Arkansas Carpet and Furniture Company** and within the next two years, two additional storefronts were added to the building, doubling its size. Its new storefronts housed such businesses as, The Great Atlantic and Pacific Tea Company, Jacobi and Company Milliners, Pollock and Son Shoe store and the S. H. Kress five and dime. In 1911 a fire engulfed the eastside of Main Street. It destroyed the Hollenberg Music Company Building and its upstairs office space which housed the Metropolitan Life Insurance offices and the Draughan's School of Business. In 1912 The Arkansas Carpet and Furniture Company moved into a new building and the 524 S. Main building was remodeled, with the new design by Charles L. Thompson. This remodel unified the three stores so that it could house Arkansas's first full-service department store, the Pfeifer Brothers Department Store. It was soon joined by other large retail stores. The building was listed on the National Register of Historic Places 5/18/00. It was listed for its association with the Pfeifer Brothers business, which was a household name in Little Rock from its establishment in 1866 until it sold out in 1963, and for its architectural significance as a twentieth century commercial building with Romanesque Revival influence.

Looking north on Main Street from the 524 S. Main building is the **Boyle Building**. It was designed by George R. Mann, who was one of the dominant architects in Little Rock until the 1930s, as well as the original architect for the state capitol building. Built in 1909 the Boyle Building was the second ever tower building erected in Little Rock and the tallest from the time of its construction, until the mid 1920s. The eleven story office building overshadowed the surrounding two and three-story structures. It was designed to have a café in the basement and four retail spaces on the bottom floor including the State National Bank, for which the building was briefly named, and a drug store. The bank went out of business in 1911 and in 1916 the building was bought by the Boyle Realty Company who advertised the office space as being located at the "traffic center of the city." The Boyle Building housed many different businesses including the Peoples Building and Loan Association, Chandler's Shoes, Eaton's Marinello Shop, Robert H. Brooks Advertising Company, Keeby Jewelers, Southern Securities Company, Guarantee Shoe Company, and Bell's Sandwich Shop on the ground floor. During this time, there were three smaller buildings between the State Bank Building and the Pfeifer Brothers store. The building closest to Pfeifer's housed Gan's men's clothing, while middle store housed the Bracy Hardware store until 1923 when the moved into a building that was constructed at their pre-fire location on the east side of Main Street.

Also built in this pre-war period was the Arnold Building. It was constructed in 1910 of red brick with classical style pilasters and a projecting cornice with a row of dentils and modillions. The building was home to **Arnold Barber Supplies** from 1910-1951 it recently celebrated 100 years in business. After Arnold's, the building was occupied by Spalding Athletic goods until 1982 when the store moved to west Little Rock from

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 3

its 513 Center Street Location. The Arnold Building underwent a name change and major renovation in 1985 when twelve foot by twenty-four foot, three-story tall atrium was cut out of the middle and the entrance was redone with two iron gates. It is now called the Atrium Building.

The new Arkansas Carpet and Furniture Company Building at 601 S. Main was erected in 1912 for W.P. Galloway, president of the Galloway Electric Light Company, and is therefore known as the **Galloway Building**. In 1922 the building's façade was redesigned by the original architect, Charles L. Thompson. The new façade has a cornice as well as diamond and rectangle cast concrete designs on the pilasters exemplifying early Art Deco's decorative embellishments. The Arkansas Carpet and Furniture Company, which was established in 1887, operated from this building until 1940 when they moved down Main Street into a building between Seventh and Eighth Streets. The company operated continuously in downtown until the 1980s.

Sometime between 1918 and 1928, Theo M. Sanders designed a building at 225 W. Capitol Ave. for the Union Trust company. The new building replaced a collection of small meat markets and was later occupied by Sterling Department Store from 1928 until its closing in 2005. In its final year, the founder of the company, Dave Grundfest, Sr., was inducted into the University of Arkansas' Arkansas Business Hall of Fame for his expansion of the company into over one-hundred and fifty locations.

On the opposite corner of West Capitol Avenue from Sterling's, at Louisiana Street, is the **Hall-Davidson Building**. Constructed in 1923 by the Boyle Realty Company, it was named after vice president Walter G. Hall. The offices of architects Sanders and Ginocchio were located within this building, which they designed. The building is a Sullivan school influenced office tower five stories tall, with plenty of office space. In 1926 the city directory reported that it housed the offices of the Arkansas Fire Prevention Bureau and no less than fifteen insurance and insurance adjustment companies, as well as three separate dentists and a number of physicians. The first floor retail space housed Poe's shoe store and Summerfield's for a time.

Constructed in 1925 with a ground floor lobby and mezzanine level with retail space, the Lafayette Hotel was one of the finest hotels of the period. Located beside the Pfeifer Brothers store, at the intersection of Louisiana Street and West Sixth Street it served out of town shoppers for eight years before the Great Depression forced the hotel closed in 1933. The hotel was remodeled and opened again to house shoppers and businessmen in 1941 with the addition of a coffee shop on the ground floor. It was accepted to the National Register of Historic Places in 09/30/1982 for its commercial and architectural importance.

Another commercially and architecturally important building was constructed in 1929. The **Moore Building** is a unique example of Spanish Revival style, complete with terra cotta roof tiles. It was designed by Charles L. Thompson, Theodore M. Sanders, and Frank Ginocchio. It is commercially significant because it has housed part of the Draughan's School of Business continuously from its construction until present, as well as

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 4

housing retail and office space on the ground floor. The Moore Building was listed on the National Register of Historic Places 10/23/1986.

1940-1950s

By the 1940s the commercial use of the West Capitol and Main Street area was well established and more department stores hoped to take advantage of the convergence of the two thoroughfares. In 1940 a local department store, established in 1895, moved down Main Street into a new Art Deco styled building designed by Sanders and Ginocchio. The building built for the **M.M. Cohn** department store was constructed next to the Boyle Building including the lot where the Bracy Hardware Company was briefly located 1912-1923. In addition to the new store, many of the 1920s stores were in need of additional square footage to provide the products that shoppers desired. Therefore, the original department stores expanded to occupy additional buildings. By the late 1940s the Galloway Building housed a branch of Pfeifer Brothers called the Pfeifer Home Center which operated in this location until 1963. In 1946 the Hall Building also gained a new three-story annex. The previous building on the lot housed a Cox's Cash grocery store. According to a customer of Cox's, the chain sold its original store to the Kroger Grocery and Baking Co., because "the coming of more automobiles" lessened "the need for handy across-the-street stores." The new 1946 building continued to house a Kroger's for a few years and served as office space for the **Fabric Center**. Around the same time the Sterling Department Store bought the land between the Fabric Center and their building to construct a single story annex. The Boyle Building gained a modern twelfth story penthouse in 1949 and glass block was added to the windows on the second floor. Pfeifer brothers also bought the land between the original Arkansas Carpet and Furniture Building and the new M. M. Cohn's in 1954 to construct a **three-story annex** to give more space to their main store. In 1957 the **J.C. Penney Department Store** moved from another building on Main Street into a new building which was constructed at the corner of Main Street and West Sixth Street, north of the Galloway Building. Finally in 1960 M.M. Cohn expanded into the bottom five floors of the Boyle Building.

1960s-80s

Starting in the late 1960s downtown Little Rock experienced a marked decline that it has yet to recover from. This decline was caused by a number of factors. Starting with the post-WWII economic boom, the availability and affordability of personal automobiles allowed for a dramatic increase in ownership. With more cars on the road, downtown began to develop a traffic problem. These new cars allowed for the continued growth of suburban areas. Interstates 30 and 40 were constructed around Little Rock making it even easier to live outside of Little Rock and still access the amenities of city life. This triggered westward growth and the development of suburbs like Maumelle in the 1970s.

In addition to normal suburban out-growth the 1980s was an era of 'white flight.' This was due to the many desegregation issues that the area schools faced. The area desegregation program assigned students to neighborhood schools and allowed majority students to transfer into minority schools. However, this program

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 5

led to *de facto* segregation as the racial makeup of most of the neighborhoods was homogeneous. In 1982 the mostly African-American Little Rock School District sued the mostly white North Little Rock and Pulaski County school districts to create a single district with a county wide busing program to end segregation. Over the next three years the districts were ordered to consolidate and then that order was overturned. The instability of the districts and desegregation issues caused many parents to move their children to suburban districts.

Between 1960 and 1980 Little Rock's population grew by approximately 10%, while the combined population of the suburban cities of Benton, Bryant, Cabot, Conway, Jacksonville, North Little Rock, and Sherwood grew by nearly 121%. Because of this suburbanization, strip-malls and other types of suburban retail centers developed, such as the 1959 construction of Park Plaza Mall off of University Avenue and 1973 McCain Mall in North Little Rock. These new modern malls drew crowds of shoppers who wanted less complicated traffic, more convenient locations, and more parking. The new shopping centers undermined the Capitol Avenue and Main Street commercial districts, especially because many of the business in the district opened profitable branches in the new shopping centers removing the customer's need to travel to Main Street.

In response to this shift in retail centers, the Pfeifer Brothers stores were remodeled in the 1960s and were then sold to Dillard's in 1963. This resulted in the Arkansas Furniture and Carpet and Galloway Buildings being covered in new, modern façades to mimic the new architecture of the malls. By 1973 the Metrocenter Improvement District was formed by the group Little Rock Unlimited Progress, to "save downtown" from "urban blight and decay," that was threatening "the property tax and revenue sources of the city." This was to be accomplished by "modernization and general improvement" of downtown buildings, creating a pedestrian mall area on Main Street, and developing a large downtown convention center. The plan for the convention center failed to win public approval and was never built, but the Main Street plan proceeded and six blocks of Main Street were closed to vehicular traffic in 1977. In the mid 1980s the J. C. Penney's Building and four other buildings were fully converted into the "Market" more commonly known as the Main Street Shopping Mall. The market was advertised to retailers as "a real alternative to bland suburban shopping centers and malls." While the unique historic façades of the 1925 Back Brothers' Department Store, established 1885 (home of J.C. Penney's from 1931 until their move in 1957) and the 1923 Bracy Hardware Company Buildings are incorporated into the new building, they no longer retain their historic value due to the extensive remodeling. Furthermore, the market and pedestrian mall failed to attract the projected "primary retail zone of more than a million people." The market closed shortly after its opening and the pedestrian mall was re-opened to traffic in 1991. Even though these attempts to restore Main Street's former glory as the retail center of the state failed, the area attracted the development of modern skyscraper office buildings and is now the corporate business center of the city.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 6

Today, the district is an important representation of nearly half a century that Capitol and Main Street were the commercial heart of Little Rock. These buildings, with their Sullivanesque, Art Deco, and International Styles, capture the development of the area throughout the years. These buildings are still visibly important to the people of Little Rock. This is evidenced by the revitalization movement of the 1970s and 1980s and, the recent movement to redevelop the buildings for mixed use while retaining their historic character, which was exemplified in the Lafayette Hotel's transformation into condominiums, and office space.

STATEMENT OF SIGNIFICANCE

Even though there are several other commercial historic districts in downtown Little Rock, including the Main Street Commercial Historic District, the South Main Street Commercial Historic District, the Tuf-Nut Commercial Historic District, the East Markham Street Commercial Historic District, and the West 7th Street Commercial Historic District, many nominated for their associations with the commercial development of the city and the types of commercial architecture that they possess, the Capitol-Main Historic District does stand apart from the other districts. Architecturally, the district includes some of the truly "landmark" buildings of the city. The State Bank Building/Boyle Building, designed by George R. Mann, was the second skyscraper in Little Rock, and possesses some of the most elaborate terra cotta ornamentation in the city, particularly in its cornice. The M.M. Cohn Building to its north, which was home to one of Little Rock's most prominent department stores, is also one of the best examples of Art Deco in the city. Finally, the district also includes the Hall Building and M.M. Cohn Building, which were designed by Theo Sanders and Frank Ginocchio, members of the Charles Thompson firm, the most prominent architectural firm in Arkansas in the early twentieth century. In addition, Charles Thompson also worked on the renovation of the Galloway Building in 1922, and Theo Sanders designed the Sterling Store.

Historically, the Capitol-Main Historic District also illustrates a shift in the commercial development of Little Rock in the first part of the 1900s. Main Street had always been one of the main commercial thoroughfares of the city, and as the city grew, commercial development spread south on Main Street. However, with the completion of the new Arkansas State Capitol in 1911 at the intersection of Capitol Avenue (formerly 5th Street) and Woodlane commercial development in Little Rock also spread to the west on Capitol Avenue as the street developed into the major connector between Main Street and the Capitol.

The increasing importance of Capitol Avenue as a commercial corridor is perfectly illustrated by the Sanborn maps for Little Rock. In 1897, some residential development still existed off of Capitol on Center and Louisiana streets, although by 1913 it was virtually all gone, having been replaced with commercial development as the city's commercial area began to expand west from Main Street. In 1913, some residences still remained on Capitol west of Center Street. By 1939, however, the date of the next Little Rock Sanborn map, there was no residential development remaining on Capitol Avenue east of Arch, and there was no residential development left on Capitol Avenue east of State Street.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 7

The commercial area on the south side of Capitol Avenue between Main and Center streets is the last intact section of this "commercial westward expansion" trend remaining today. The growth in importance in the Capitol Avenue corridor in the city's commercial history, along with the previous and continued importance of the Main Street corridor, in certain respects meant that the intersection of Capitol Avenue and Main Street was literally the commercial heart or center of Little Rock's downtown core.

Due to its importance in reflecting the commercial development of Main Street and Capitol Avenue in the early twentieth century, the Capitol-Main Historic District is being nominated to the National Register of Historic Places with local significance under Criterion A. In addition, because of its architectural significance in featuring examples of the Sullivanesque, Art Deco, International and other stylistic influences seen in twentieth century American commercial architecture designed by Arkansas's prominent architects of the same era, it is being nominated with local significance under Criterion C. The district retains its architectural integrity and contributes to the period of its significance from 1899 to 1962.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 9 Page 1

BIBLIOGRAPHY

Arkansas Gazette, January 1-5, 1930; January 5-3 and June 1-2, 1940

Arkansas Historic Preservation Program. "Main Street Buildings." vertical file.

Arkansas Historic Preservation Program. "Pulaski County: Little Rock." General Inquiry and Information Files.

Bell, James W. "Little Rock (Pulaski County)." *The Encyclopedia of Arkansas History and Culture*. Last Updated 12/3/2010. <http://www.encyclopediaofarkansas.net/encyclopedia/entry-detail.aspx?entryID=970>.

Bradburn, Cary. "North Little Rock (Pulaski County)." *The Encyclopedia of Arkansas History and Culture*. Last Updated 5/27/2011. <http://www.encyclopediaofarkansas.net/encyclopedia/entry-detail.aspx?search=1&entryID=973>.

City Directories of Little Rock, Arkansas 1915, 1917, 1919, 1925, 1928

Dyer, Steven. "Bryant (Saline County)." *The Encyclopedia of Arkansas History and Culture*. Last Updated 5/26/2011. <http://www.encyclopediaofarkansas.net/encyclopedia/entry-detail.aspx?search=1&entryID=980>.

Kent, Carolyn Yancey. "Jacksonville (Pulaski County)." *The Encyclopedia of Arkansas History and Culture*. Last Updated 11/12/2008. <http://www.encyclopediaofarkansas.net/encyclopedia/entry-detail.aspx?search=1&entryID=969>.

Laster, Patricia Paulus. "Benton (Saline County)." *The Encyclopedia of Arkansas History and Culture*. Last Updated 5/26/2011. <http://www.encyclopediaofarkansas.net/encyclopedia/entry-detail.aspx?search=1&entryID=979>.

Lester, Jim and Judy. *Greater Little Rock*. Norfolk, Virginia: Donning Company/Publishers, 1986.

Little Rock Board of Trade. *Hand Book to the City of Little Rock, State of Arkansas: Popularly Styled 'The City of the Roses.'* Reprint. Little Rock, Arkansas: Arkansas Gazette, 1897.

Polston, Mike. "Cabot (Lonoke County)." *The Encyclopedia of Arkansas History and Culture*. Last Updated 5/19/2010. <http://www.encyclopediaofarkansas.net/encyclopedia/entry-detail.aspx?search=1&entryID=925>.

Quapaw Quarter Association Records, MSS 06-15, Butler Center for Arkansas Studies, Arkansas Studies Institute.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 9 Page 2

Rogers, Aaron W. "Conway (Faulkner County)." *The Encyclopedia of Arkansas History and Culture*. Last Updated 9/27/2010. <http://www.encyclopediaofarkansas.net/encyclopedia/entry-detail.aspx?search=1&entryID=879>.

Roy, F. Hampton. *Charles L. Thompson and Associates: Arkansas Architects, 1885-1938*. Little Rock, Arkansas: August House, 1982.

Rush, Kimberly Reynolds. *Historic Photos of Little Rock*. Nashville: Turner Publishing Company, 2009

Sanborn Fire Insurance Maps for Little Rock, Arkansas: 1897, 1913, 1939, and 1939 with additional indexes 1947 and 1950.

Zbinden, Van. "Memphis and Little Rock Railroad (M&LR)." *The Encyclopedia of Arkansas History and Culture*. Last Updated 9/14/2010. <http://www.encyclopediaofarkansas.net/encyclopedia/entry-detail.aspx?search=1&entryID=2304>.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 10 Page 1

GEOGRAPHICAL DATA

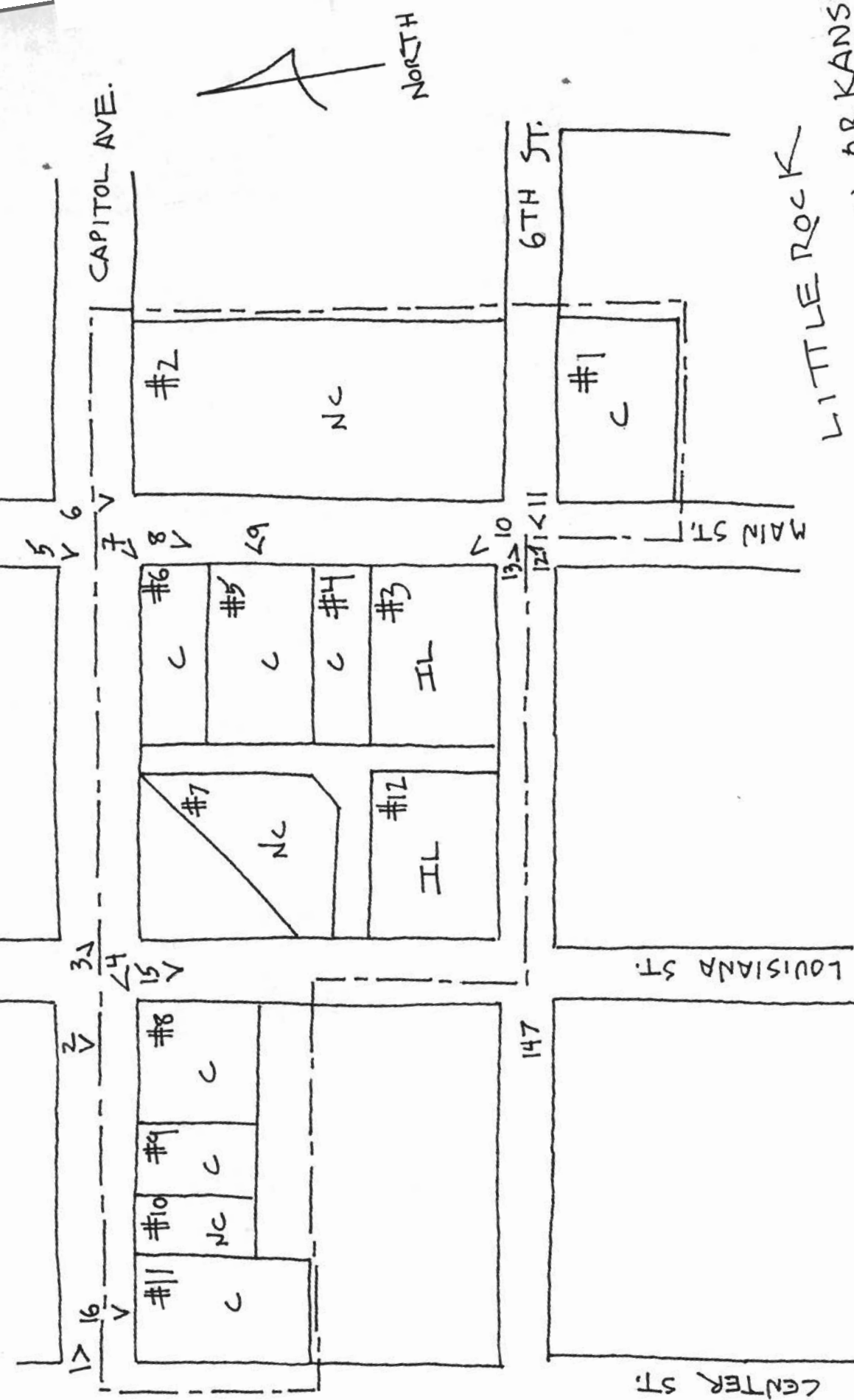
Verbal Boundary Description

The proposed Capitol-Main Historic District is an 'L' shaped area containing fourteen buildings. It is located along the 100 and 200 blocks of West Capitol Avenue and part of the 100 block of East Capitol Avenue. The district includes lot one of block seven, the western half of block six, the northern half of block eighty-five, and the entirety of block seventy-four of the original City of Little Rock.

Boundary Justification

The Capitol-Main Avenue Historic District is a record of the commercial center of the state from 1930-1960. This is the most intact section of the commercial district at the intersection of Capitol Avenue and Main Street. Furthermore, it is one of the few areas where the non-contributing buildings are built to the scale of the historic buildings, allowing the district to maintain the integrity of the period when the grandest buildings in Little Rock were eleven-story, Sullivanesque towers, instead of thirty to forty story towers clad in glass.

CAPITOL-MAIN HISTORIC DISTRICT



NORTH

LITTLE ROCK
PULASKI COUNTY, ARKANSAS

12 = PHOTO LOCATION

C = CONTRIBUTING
NC = NON-CONTRIBUTING
... (partially listed)

CENTER ST.

LOUISIANA ST.

147

6TH ST.

CAPITOL AVE.

17 16

3

32 15

5 6

7

8 9

10 11

MAIN ST.





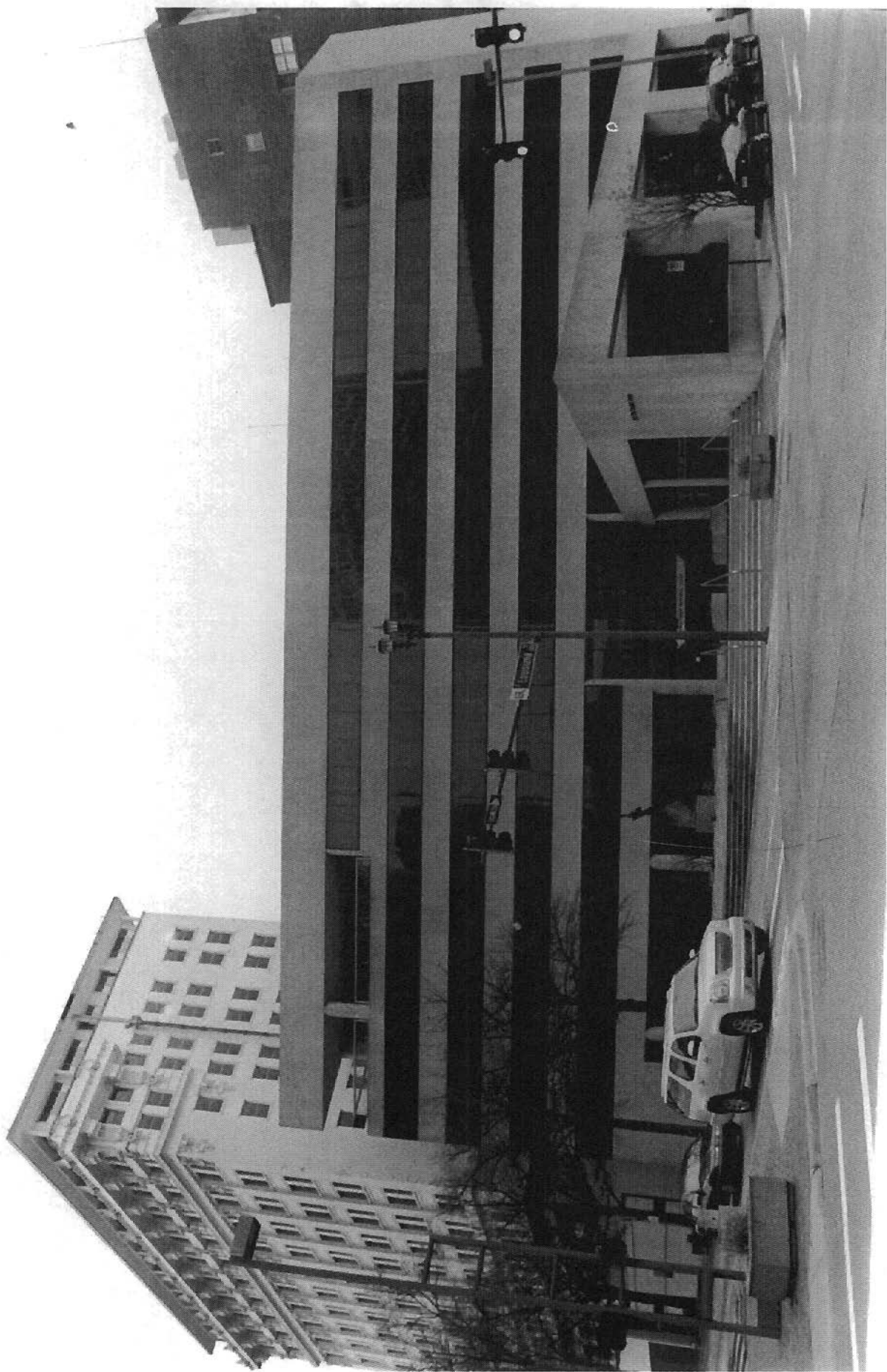
E. Capitol

E. Louisiana

SOUND FACTORY
MUSIC, INC.
333-2397

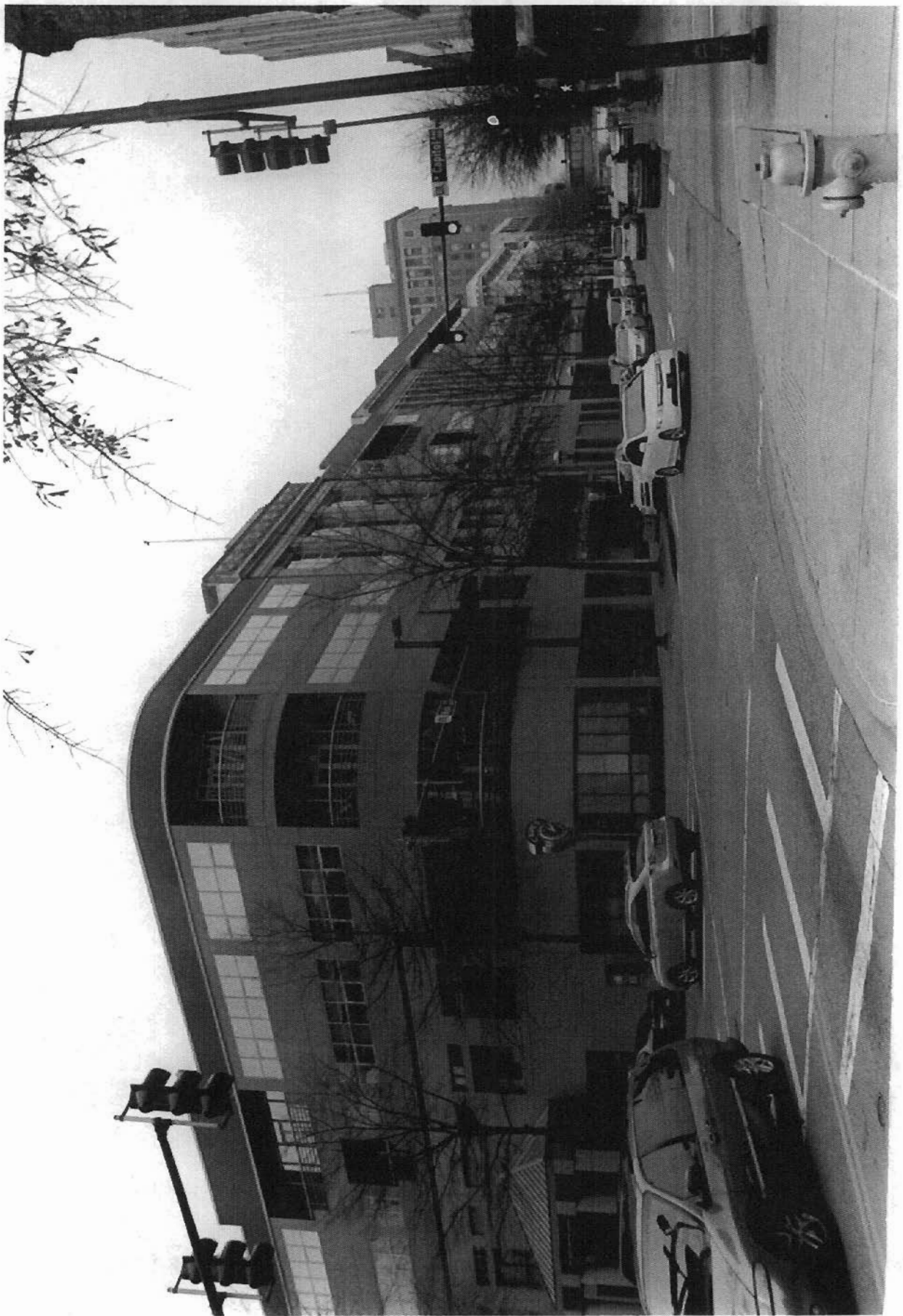
SOUND FACTORY MUSIC

The Emerald Coast Bank

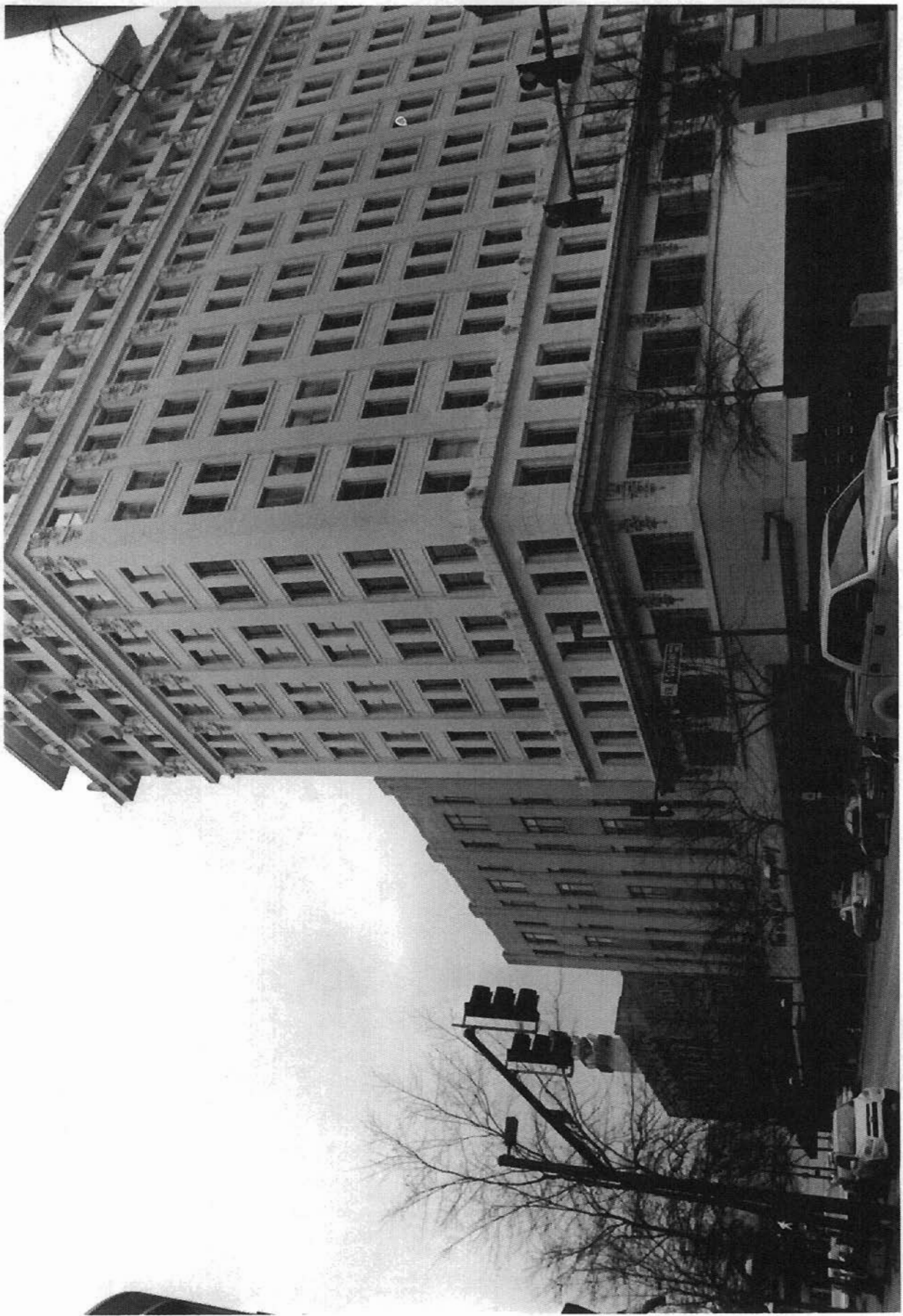














The m. Cohn company

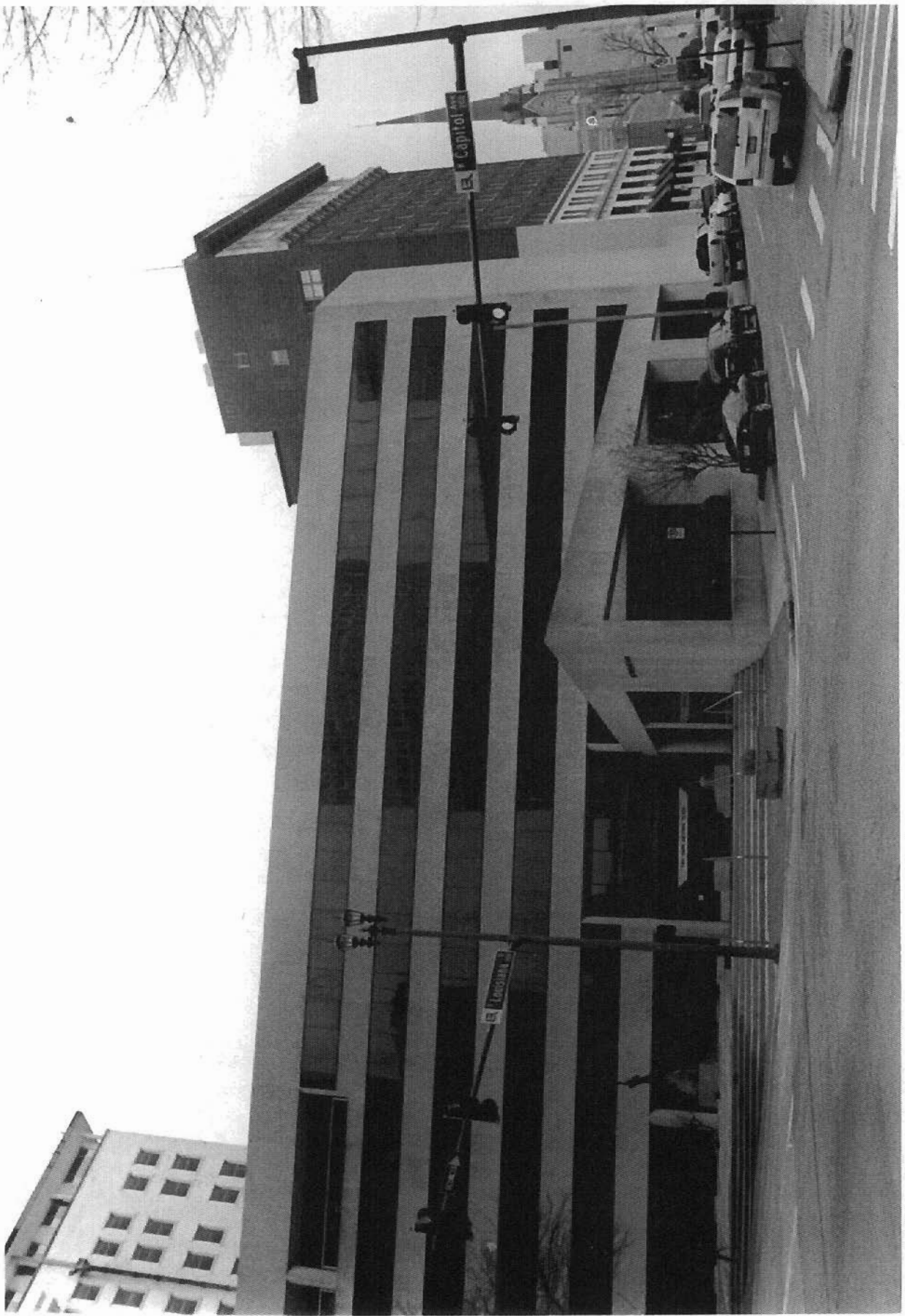


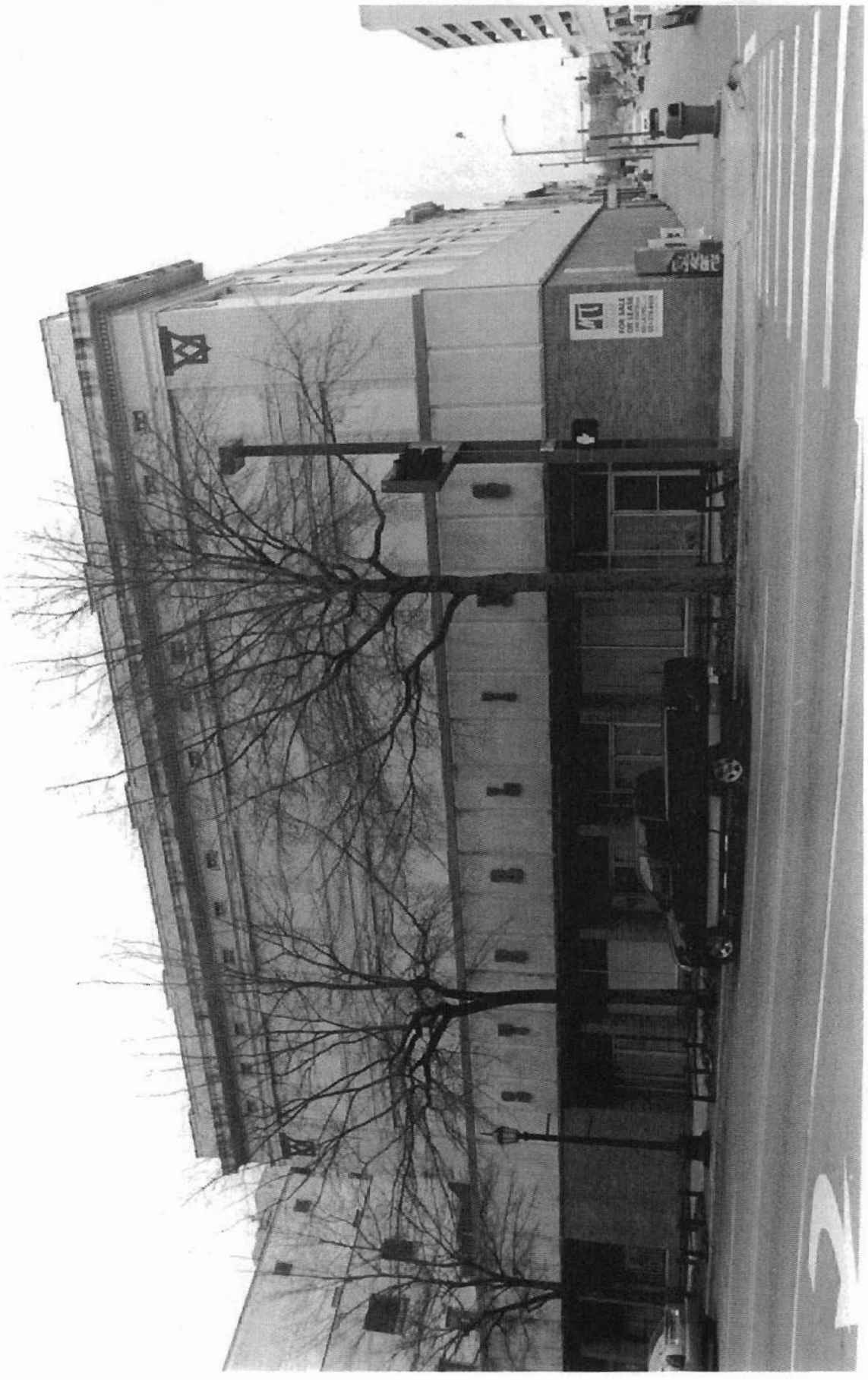








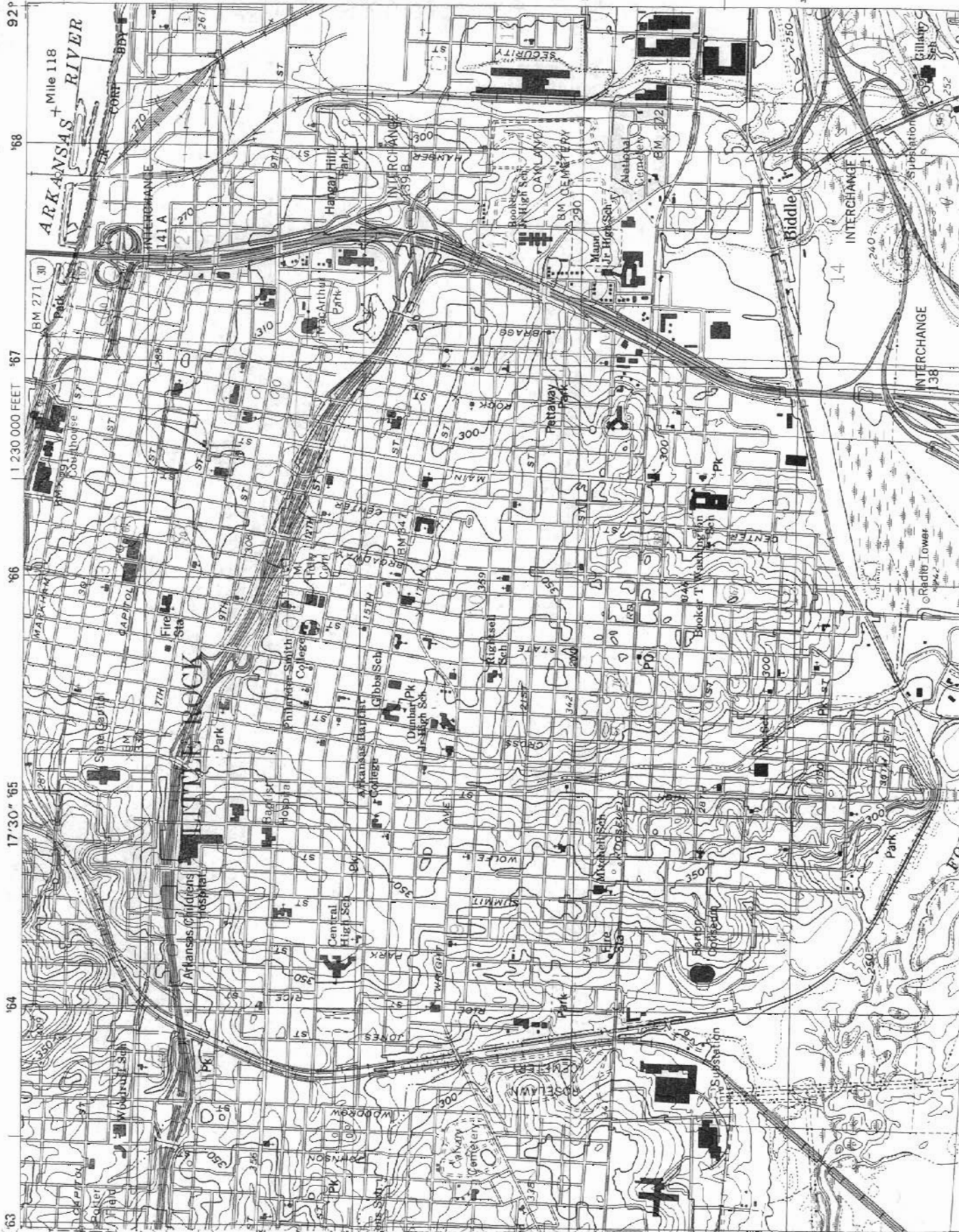




LITTLE ROCK QUADRANGLE ARKANSAS

7.5-MINUTE SERIES (TOPOGRAPHIC)

92 P 15'
34° 45'
2 070 000
FEET



UTIA
#45
CAPITOL PARKWAY
DUNBAR PK
LITTLE ROCK
COUNTY, AR
#44
#43
#42

1 230 000 FEET '67
17 30" '65
'68
'66
'64
'63

INTERCHANGE 138
INTERCHANGE 14
INTERCHANGE 141 A

Radio Lower

Booklet T Washington Sch

Booklet Jr High Sch

Booklet High Sch

Booklet Sch

Booklet Sch