

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

FOR NPS USE ONLY

RECEIVED JUN 6 1978

DATE ENTERED

DEC 1 1978

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORMSEE INSTRUCTIONS IN *HOW TO COMPLETE NATIONAL REGISTER FORMS*
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS**1 NAME**

HISTORIC

Massey Hotel

AND/OR COMMON

Town House Hotel

2 LOCATION

STREET & NUMBER

Highway 71, Business Route

NOT FOR PUBLICATION

CITY, TOWN

Bentonville

VICINITY OF

CONGRESSIONAL DISTRICT
Third

STATE

Arkansas

CODE

05

COUNTY

Benton

CODE

007

3 CLASSIFICATION

CATEGORY

☐ DISTRICT☒ BUILDING(S)☐ STRUCTURE☐ SITE☐ OBJECT

OWNERSHIP

☐ PUBLIC☒ PRIVATE☐ BOTH

PUBLIC ACQUISITION

☐ IN PROCESS☐ BEING CONSIDERED

STATUS

☐ OCCUPIED☒ UNOCCUPIED☐ WORK IN PROGRESS

ACCESSIBLE

☒ YES: RESTRICTED☐ YES: UNRESTRICTED☐ NO

PRESENT USE

☐ AGRICULTURE☐ COMMERCIAL☐ EDUCATIONAL☐ ENTERTAINMENT☐ GOVERNMENT☐ INDUSTRIAL☐ MILITARY☐ MUSEUM☐ PARK☐ PRIVATE RESIDENCE☐ RELIGIOUS☐ SCIENTIFIC☐ TRANSPORTATION☒ OTHER: not in use**4 OWNER OF PROPERTY**

NAME

Mr. Jim Walton

STREET & NUMBER

308 N. E. C Street

CITY, TOWN

Bentonville

VICINITY OF

STATE
Arkansas**5 LOCATION OF LEGAL DESCRIPTION**COURTHOUSE,
REGISTRY OF DEEDS, ETC.

Clerk's Office

STREET & NUMBER

Benton County Courthouse

CITY, TOWN

Bentonville

STATE
Arkansas**6 REPRESENTATION IN EXISTING SURVEYS**

TITLE

DATE

☐ FEDERAL ☐ STATE ☐ COUNTY ☐ LOCALDEPOSITORY FOR
SURVEY RECORDS

CITY, TOWN

STATE

7 DESCRIPTION

CONDITION

☐ EXCELLENT
☐ GOOD
☐ FAIR

☒ DETERIORATED
☐ RUINS
☐ UNEXPOSED

CHECK ONE

☐ UNALTERED
☒ ALTERED

CHECK ONE

☒ ORIGINAL SITE
☐ MOVED DATE _____

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

Construction of the Massey Hotel commenced in February of 1909 and was completed in June of 1910. The structure contains some 40,000 square feet in its rectangular planned three stories and basement. the basement was dedicated to service and mechanical functions including a large steam boiler serving the radiator system. The first (street level) floor housed the entrance/registration lobby, guest shop areas, restaurant, and ballroom. The upper two floors were occupied by individual hotel rooms and suites. These rooms were served by a central corridor running the entire length of each floor. Single flights of stairs, with square paneled newell posts and turned balusters, provided vertical circulation at either end of this central corridor.

The Massey Hotel's design was influenced by the Second Renaissance Revival, an architectural movement started in the mid-1880's. The revival continued until the early 1930's though the later examples shows somewhat negative virtues. The hotel is, as many Arkansas buildings are, a rather simplistic example of the architectural style.

The structure is located on the northwest corner of a city block. The main (north) facade is approximately sixty feet in length. The building is one-half block (approximately 165 feet) in depth. A one-story tall ell-shaped porch wraps around the northwest corner providing a convenient covered entry from either passing street. A portion of the main body of the Hotel is set back from the building line to accommodate this porch. The flat porch roof once probably was railed to double as a promenade deck, judging by the pair of doors opening to it. The porch is supported by light round cast-stone Romanesque columns with stylized acanthus leaf caps. These columns rest on rusticated granite pedestals approximately one-quarter of the porch height. Stylized, acanthus leaf brackets support the porch at the building wall. Above the columns, banding the roof is a simple cornice and frieze with a bracketed soffit.

The hotel structure is of brick with the exception of the entry facade below the porch height. This area is of rusticated granite.

Window and door frames are of wood. The first floor windows are fixed with transoms while upper floor windows are double hung. Lintels are of cast stone and cast-stone bands define floor heights.

The building was roofed by a slightly sloping (to the rear) mopped or built-up roof. This roof however was destroyed by a fire in 1975. A number of brick chimney stacks penetrate the roof. The roof's perimeter is traced by a cornice identical, except in its larger scale, to the porch cornice. Above this cornice is a brick parapet capped with cast stone. The entry facade boasts a decorated parapet and the name "Hotel Massey" in cast stone.

8 SIGNIFICANCE

PERIOD		AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW				
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION		
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE		
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE		
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN		
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER		
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION		
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)		
		<input type="checkbox"/> INVENTION				

SPECIFIC DATES June 28, 1910

BUILDER/ARCHITECT

STATEMENT OF SIGNIFICANCE

For almost sixty years the Massey Hotel has occupied a prominent place in downtown Bentonville. Featuring elements of the Renaissance Revival style, this three-story brick structure is an important architectural landmark in this northwest Arkansas community.

The lot on which the Massey Hotel is located has been continually occupied by a hotel since about 1840. The Eagle Hotel, a two-story frame structure with a two-story verandah across its facade, originally occupied the site. It is reported that during the Civil War, several Union officers were guests at the Eagle Hotel just prior to the Battle of Pea Ridge in 1862. Just after the turn of the century, the old hotel housed a monument company. In 1908, the Eagle Hotel was destroyed to make room for a large, modern hotel to be built by Mr. R. D. Massey.

Construction of the Massey Hotel began in February, 1909, and was completed about a year and a half later. The formal opening was held on the evening of June 28, 1910. During the reception and open house, music for the 240 guests was provided by Leister's Orchestra. The local paper reported that the opening of the Hotel Massey had been both a social and financial success.*

Measuring approximately 60 feet by 165 feet, the Massey Hotel contains almost 40,000 square feet of floor space in its three stories. This large brick building has some characteristics of the Renaissance Revival, a style found rarely in the Arkansas Ozarks. Outstanding features include a one-story, ell-shaped porch around the north and west elevations, fenestration, belt course and frieze of cut stone, and a decorated pediment above the name, "Hotel Massey." The once elegant interior retains some of its original features, including the tile floor in the spacious lobby and the pressed-tin ceiling in the rear ballroom.

Through the years the Massey Hotel has housed a number of businesses in addition to regular hotel guests. The lobby once doubled as the ticket office for the Bentonville-to-Rogers train. In more recent years a radio station, barber shop, real estate agency, insurance office, gift shop and bus station have at some time been located in the Massey Hotel.

In 1975 a disastrous fire destroyed the roof of the Massey Hotel. Left uncovered for a year and a half, the building has suffered further damage

9 MAJOR BIBLIOGRAPHICAL REFERENCES

Benton County Democrat (Bentonville, Arkansas), June 23, 30, 1910; March 5, 1975.
Black, J. Dickson. History of Benton County. Little Rock: International Graphics Industries, 1975.
Interview at Massey Hotel, Bentonville, Arkansas. July 15, 1976.
Works Progress Administration. "Hotels" file. Archives, Arkansas History Commission.

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY less than one acre

UTM REFERENCES

A 15 3911480 4025690
ZONE EASTING NORTHING
C

B
ZONE EASTING NORTHING
D

VERBAL BOUNDARY DESCRIPTION

Lots 123 and 124 in the original town of Bentonville, County of Benton, State of Arkansas.

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

11 FORM PREPARED BY

NAME / TITLE

Dan Chapel, Architect and Dianna Kirk, Historian

ORGANIZATION

Arkansas Historic Preservation Program

DATE

2/7/78

STREET & NUMBER

TELEPHONE

Suite 500, Continental Building, Main at Markham

501-371-2763

CITY OR TOWN

STATE

Little Rock

Arkansas

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

STATE

LOCAL X

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE Anne Bartley

TITLE

State Historic Preservation Officer

DATE

9-14-76

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

DATE

12/1/78

ATTEST: Bill Klovich
DIRECTOR, OFFICE OF ARCHEOLOGY AND HISTORIC PRESERVATION

KEEPER OF THE NATIONAL REGISTER
DATE Nov 30, 1978

KEEPER OF THE NATIONAL REGISTER

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

**NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM**

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CONTINUATION SHEET

ITEM NUMBER 8 PAGE 1

through exposure to the elements. The outer brick walls appear to be sound; however, continued use of the structure would, most likely necessitate the replacement of much of the interior portions of the hotel.

For over 130 years the site has housed a hotel, first the Eagle, and now the Massey. The building is considered an important historic landmark by most of the surrounding community. In addition, the Massey Hotel is an architecturally significant structure in northwest Arkansas.

*Benton County Democrat, June 30, 1910.

Property

Massey Hotel

State

Ark.

Working Number

6.6.78.3321

78000574

TECHNICAL

Photos 6Maps 1

CONTROL

OK 6.7.78 ^{pl}

Not enough information is given to qualify the hotel for historical reasons. Defer to arch. hist. on architectural significance. ^{W.R. Luce}
 - need some statement on restoration plans. (photos 1976) 11/10/78

HISTORIAN

↓ 1st reaction is to reject

ARCHITECTURAL HISTORIAN

with a P.S. on a letter indicates that rehab is underway. A call is in order, however. ^{Brannan} 8.21.78

ARCHEOLOGIST

Significance appears adequate in context of architectural representativeness/unusualness and landmark quality as well as very general community/business use associations. ^{few}

OTHER

Problems: property owner letter should be sufficient to assure future and indicate degree of internal rebuilding. ^{accept}

HAER

Inventory Review

(1) rehabilitation being done in conjunction with State Staff; work is interior + roof

REVIEW UNIT CHIEF

Accept
Lelouch

(2) significant as a commercial focus carried out in an eclectic revival characteristic of early 20thc architectural tastes and more ambitious than most Arkansas.

11/30/78

BRANCH CHIEF

KEEPER

National Register Write-up

Federal Register Entry

2-6-79

Send-back Re-submit

Entered

DEC 1 1978

INT:2106-74



1. Massey Hotel
2. Bentonville, Arkansas
3. Dianna Kirk
4. July, 1976
5. Arkansas Historic Preservation Program
6. north and west elevations; viewed
from the northwest
7. # 1

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1. Massey Hotel
2. Bentonville, Arkansas
3. Dianna Kirk
4. July, 1976
5. Arkansas Historic Preservation Program
6. north elevation ; viewed from the
north
7. # 2

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1. Massey Hotel
2. Bentonville, Arkansas
3. Dianna Kirk
4. July, 1976
5. Arkansas Historic Preservation Program
6. front porch; viewed from the west
7. # 3

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JUN 6 1978



1. Massey Hotel
2. Bentonville, Arkansas
3. Dianna Kirk
4. July, 1976
5. Arkansas Historic Preservation Program
6. Stairway to third floor; viewed from
the southwest
7. #4

JUN 6 1978 DEC 1 1978



1. Massey Hotel
2. Bentonville, Arkansas
3. Dianna Kirk
4. July, 1976
5. Arkansas Historic Preservation Program
6. column detail; pilaster located on
north elevation
7. # 5

DEC 1 1978

JUN 6 1978



1. Massey Hotel
2. Bentonville, Arkansas
3. Dianna Kirk
4. July, 1976
5. Arkansas Historic Preservation Program
6. mantel on west wall of main lobby
7. #6

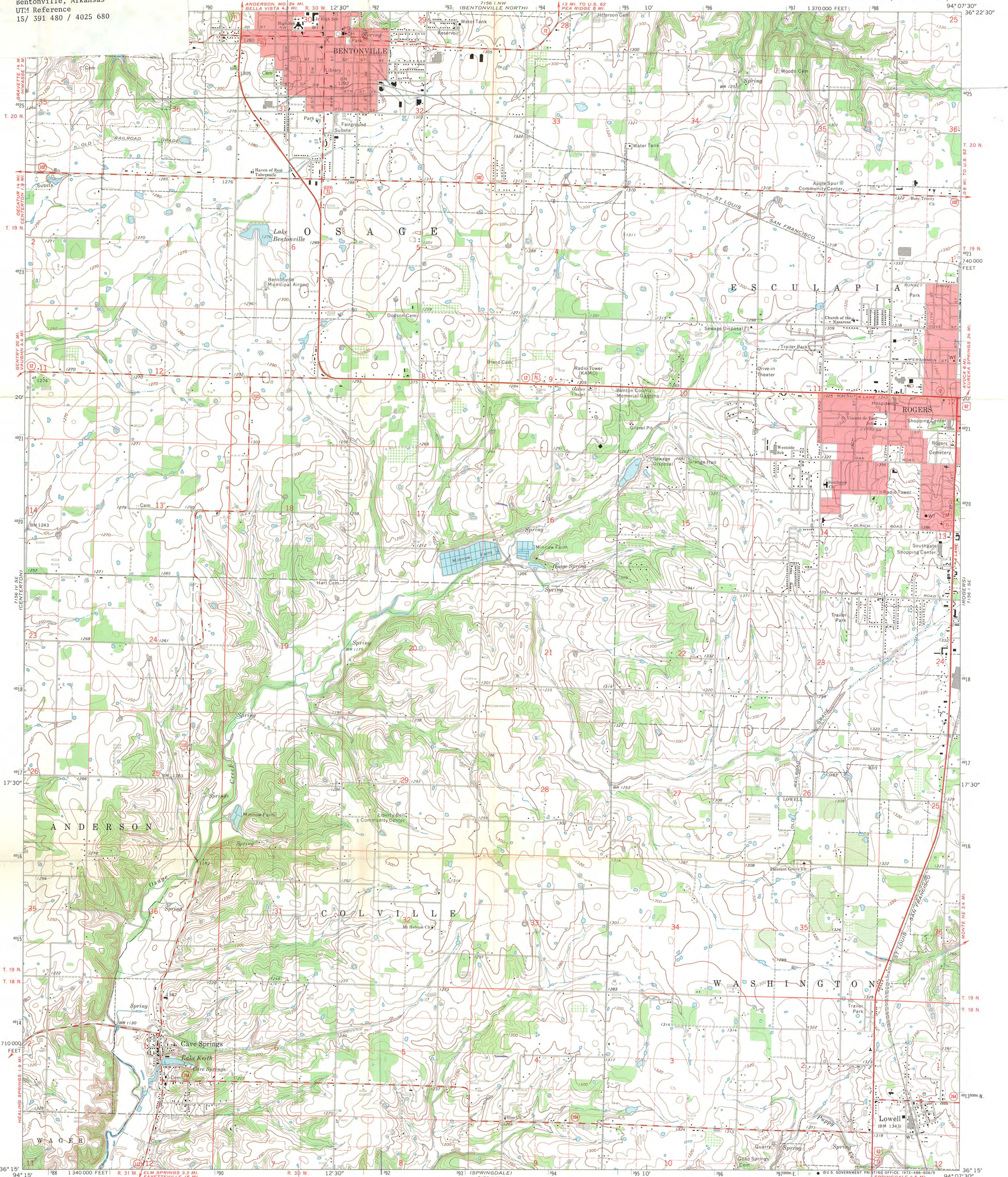
JUN 6 1978

DEC 1 1978

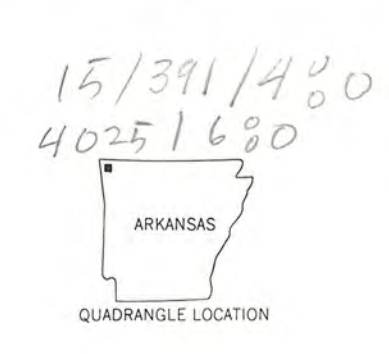
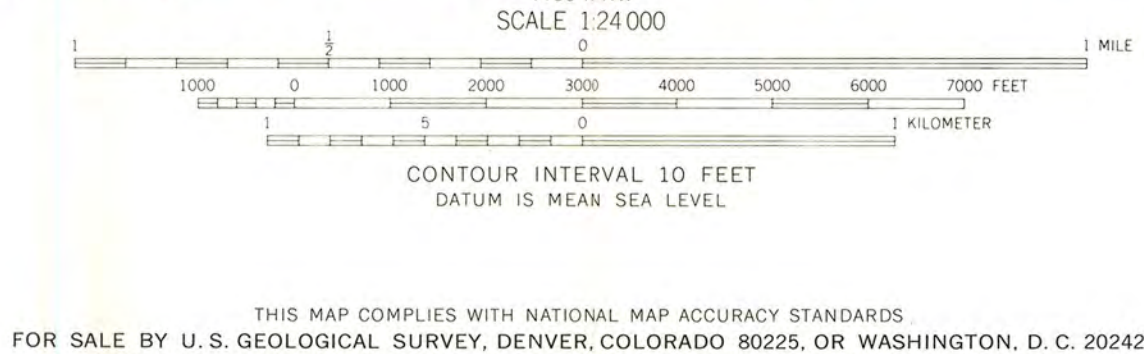
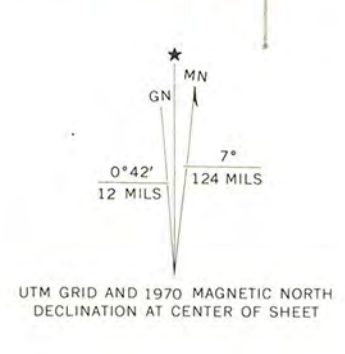
Massey Hot el
Bentonville, Arkansas
UTM Reference
15/ 391 480 / 4025 680

STATE OF ARKANSAS
GEOLOGICAL COMMISSION
LITTLE ROCK

BENTONVILLE SOUTH QUADRANGLE
ARKANSAS-BENTON CO.
7.5 MINUTE SERIES (TOPOGRAPHIC)



Maped, edited, and published by the Geological Survey
Control by USGS and USC&GS
Topography by photogrammetric methods from aerial
photographs taken 1968. Field checked 1970
Polyconic projection. 1927 North American datum
10,000-foot grid based on Arkansas coordinate system, north zone
1000-meter Universal Transverse Mercator grid ticks,
zone 15, shown in blue
Red tint indicates areas in which only landmark buildings are shown
Fine red dashed lines indicate selected fence and field lines where
generally visible on aerial photographs. This information is unchecked



ROAD CLASSIFICATION
Primary highway, all weather, hard surface
Secondary highway, all weather, hard surface
Light-duty road, all weather, improved surface
Unimproved road, fair or dry weather
U.S. Route
State Route

RECEIVED
JUN 6 1978
NATIONAL REGISTER
BENTONVILLE SOUTH, ARK.
N3615-W9407.5/7.5
1970
AMS 7156 I SW-SERIES V884

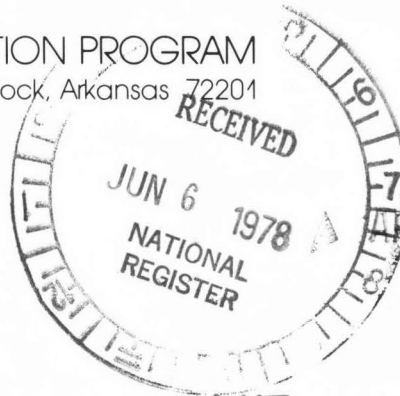


ARKANSAS HISTORIC PRESERVATION PROGRAM

Suite 500, Continental Building · Markham and Main · Little Rock, Arkansas 72201

Phone: (501) 371-2763

April 4, 1978



Mr. Jim Walton

~~1303 Forrest Drive~~
Bentonville, Arkansas 72712

308 N.E.C Street !!!

Phone 273-7741 leave a message if not there.

Re: Legal description; Massey Hotel
Bentonville; Benton County

Dear Mr. Walton:

The National Register Office in Washington, D.C. is now requiring that a legal land description accompany each nominated property. Could you please send to me the description of the Massey Hotel so that I may forward it on to be attached with the nomination form? This description needs to be as specific as possible stating lot, block and feet involved in the property.

Thank you for your prompt attention in getting this information.

Sincerely,

Sandra Taylor Smith

Sandra Taylor Smith
National Register Coordinator
Arkansas Historic Preservation Program

STS/kt

Tract is 59 1/2' by 165'

*Lots 123 & 124 in the Original Town of
Bentonville, County of Benton, State of Ark., U.S.A.*

*We have a roof on the bld., completed most of
the interior demolition, and are getting ready to start putting
up the steel interior structure. Would appreciate you or Dan
getting out into these hinterlands every now & then.*

A Division of the Department of Arkansas Natural Cultural Heritage
An Equal Opportunity Employer.

Jim Walton

Marcella -

- please have someone
call pointing out
the form's deficiencies.
- (1) limited statement of
architectural significance
 - (2) photos should be
more current
 - (3) more information on
rehabilitation status

Bill then

I am ambivalent, perhaps
should be returned - let's
talk

Lebovich
11/24/78

TELEPHONE REPORT

OFFICE OF ARCHEOLOGY AND HISTORIC PRESERVATION

PROJECT: *Massey Hotel*

TO/FROM: *Fred Miller*

DATE: *11-28-78*

ADDRESS:

PHONE:

STAFF MEMBER:

Sheep

DIVISION:

REPORT:

*They have continued to watch the restoration -
which is being done in conjunction with
their Technical Services office.*

Work is not affecting the facades,

ENTRIES IN THE NATIONAL REGISTER

STATE ARKANSAS

Date Entered DEC 1 1978

<u>Name</u>	<u>Location</u>
Gordon, Troy, House	Fayetteville Washington County
Clark County Courthouse	Arkadelphia Clark County
Washington County Jail	Fayetteville Washington County
Womack-Parker House	Nashville Howard County
Battery C Site	Phillips County
Holt, Flavius, House	Nashville Howard County
Massey Hotel	Bentonville Benton County
Medical Arts Building	Hot Springs Garland County

Also Notified

Honorable Dale Bumpers
Honorable Kaneaster Hodges, Jr.
Honorable John P. Hammerschmidt
Honorable Ray Thornton
Honorable Bill Alexander

State Historic Preservation Officer
Ms. Anne Bartley
Acting Director
Arkansas Historic Preservation Program
Suite 500, Continental Building
Markham and Main Streets
Little Rock, Arkansas 72201

NATIONAL REGISTER DATA SHEET

① NAME as it appears on federal register: Massey Hotel				② OTHER NAMES: Town House Hotel				③ date of entry: DEC 1 1978		④ county code: 07	
⑤ LOCATION street & number U.S. 71		city / town Bentonville		vicinity of		state AR		county Benton		⑥ NPS REGION: SW	
⑦ OWNER <input checked="" type="checkbox"/> PRIVATE <input type="checkbox"/> STATE <input type="checkbox"/> MUNICIPAL <input type="checkbox"/> COUNTY <input type="checkbox"/> MULTIPLE <input type="checkbox"/> FEDERAL (agency name)								⑧ ADMINISTRATOR:			
⑨ EXISTING SURVEYS <input type="checkbox"/> HABS <input type="checkbox"/> HAER <input type="checkbox"/> NHL		⑩ FUNDED? <input type="checkbox"/> YES <input type="checkbox"/> NO		⑪ CONGRESS. DISTRICT 3rd		⑫ SOURCE of NOMINATION <input checked="" type="checkbox"/> STATE <input type="checkbox"/> FEDERAL		if state who prepared form?			
⑬ WITHIN NATIONAL REGISTER HISTORIC DISTRICT? <input type="checkbox"/> YES, NAME <input type="checkbox"/> NO				⑭ WITHIN NATIONAL HISTORIC LANDMARK? <input type="checkbox"/> YES, NAME <input type="checkbox"/> NO				⑮ ACREAGE		<input type="checkbox"/> LOCAL <input type="checkbox"/> PRIVATE ORGANIZATION	
⑯ CONDITION <input type="checkbox"/> excellent <input type="checkbox"/> deteriorated <input type="checkbox"/> altered <input type="checkbox"/> original site <input type="checkbox"/> good <input type="checkbox"/> ruins <input type="checkbox"/> unaltered <input type="checkbox"/> moved <input type="checkbox"/> fair <input type="checkbox"/> unexposed <input type="checkbox"/> reconstructed <input type="checkbox"/> unknown <input type="checkbox"/> unexcavated <input type="checkbox"/> excavated				⑰ features: INTERIOR <input type="checkbox"/> SUBSTANTIALLY INTACT-1 <input type="checkbox"/> NOT INTACT-0 <input type="checkbox"/> UNKNOWN-4 <input type="checkbox"/> NOT APPLICABLE-7 EXTERIOR <input type="checkbox"/> SUBSTANTIALLY INTACT-2 <input type="checkbox"/> NOT INTACT-0 <input type="checkbox"/> UNKNOWN-5 <input type="checkbox"/> NOT APPLICABLE-8 ENVIRONS <input type="checkbox"/> SUBSTANTIALLY INTACT-3 <input type="checkbox"/> NOT INTACT-0 <input type="checkbox"/> UNKNOWN-6 <input type="checkbox"/> NOT APPLICABLE-9							
⑱ ACCESS <input type="checkbox"/> YES-Restricted <input type="checkbox"/> YES-Unrestricted <input type="checkbox"/> No Access <input type="checkbox"/> Unknown				⑲ ADAPTIVE USE <input type="checkbox"/> YES <input type="checkbox"/> NO		⑳ SAVED? <input type="checkbox"/> YES		㉑ IS PROPERTY A HISTORIC DISTRICT? <input type="checkbox"/> yes <input type="checkbox"/> no			
㉒ AREAS OF SIGNIFICANCE : <input type="checkbox"/> ARCHEOLOGY-prehistoric-2 <input type="checkbox"/> COMMERCE-6 <input type="checkbox"/> ENGINEERING-11 <input type="checkbox"/> LANDSCAPE ARCH.-15 <input type="checkbox"/> POLITICS/GOVT.-21 <input type="checkbox"/> RECREATION-28 <input type="checkbox"/> ARCHEOLOGY-historic-1 <input type="checkbox"/> COMMUNICATIONS-7 <input type="checkbox"/> ENTERTAINMENT-26 <input type="checkbox"/> LAW-16 <input type="checkbox"/> RELIGION-22 <input type="checkbox"/> SETTLEMENT-29 <input type="checkbox"/> AGRICULTURE-3 <input type="checkbox"/> CONSERVATION-8 <input type="checkbox"/> EXPLORATION-12 <input type="checkbox"/> LITERATURE-17 <input type="checkbox"/> SCIENCE-23 <input type="checkbox"/> URBAN PLANNING-31 <input type="checkbox"/> ARCHITECTURE-4 <input type="checkbox"/> ECONOMICS-9 <input type="checkbox"/> HEALTH-27 <input type="checkbox"/> MILITARY-18 <input type="checkbox"/> SOCIAL/HUMANITARIAN-24 <input type="checkbox"/> OTHER (SPECIFY) <input type="checkbox"/> ART-5 <input type="checkbox"/> EDUCATION-10 <input type="checkbox"/> INDUSTRY-13 <input type="checkbox"/> MUSIC-19 <input type="checkbox"/> SOCIAL/CULTURAL-30 <input type="checkbox"/> TRANSPORTATION-25											
㉓ functions WHEN HISTORICALLY SIGNIFICANT: CURRENTLY:				㉔ dates of initial construction: major alterations: historic events:				㉕ ETHNIC GROUP ASSOCIATION			
㉖ architectural style(s):				㉗ architect:		㉘ master builder:		㉙ engineer:			
㉚ landscape architect / garden designer:				㉛ interior decorator:		㉜ artist:		㉝ artisan:		㉞ builder/contractor:	
㉟ NAMES give role & date PERSONAL: EVENTS: INSTITUTIONAL:											
㊱ NATIONAL REGISTER WRITE-UP											