

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

\_\_\_\_\_  
Name of Property

\_\_\_\_\_  
County and State

\_\_\_\_\_  
Name of multiple property listing (if applicable)

Section number \_\_\_\_\_ Page \_\_\_\_\_

## SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 100001011

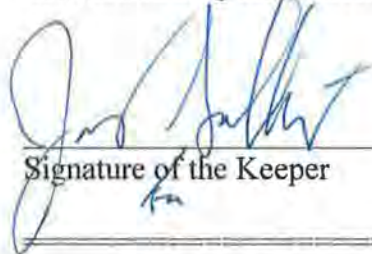
Date Listed: 6/5/2017

Property Name: Gay Oil Company Building

County: Pulaski

State: AR

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This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

  
\_\_\_\_\_  
Signature of the Keeper

6-5-2017  
\_\_\_\_\_  
Date of Action

Amended Items in Nomination:

Section 5: Delete the number of contributing resources previously listed in the National Register.

\_\_\_\_\_  
The Arkansas State Historic Preservation Office was notified of this amendment.

### DISTRIBUTION:

**National Register property file**

**Nominating Authority (without nomination attachment)**

United States Department of the Interior  
National Park Service

56-1011

# 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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any 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.



### 1. Name of Property

Historic name: Gay Oil Company Building

Other names/site number: Site #PU4414

Name of related multiple property listing:

N/A

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

### 2. Location

Street & number: 300 Broadway

City or town: Little Rock State: Arkansas County: Pulaski

Not For Publication:  Vicinity:

### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, 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. I recommend that this property be considered significant at the following level(s) of significance:

    national     statewide   X   local

Applicable National Register Criteria:

  A   B   X  C   D

	<u>3-29-17</u>
Signature of certifying official/Title:	Date
<u>Arkansas Historic Preservation Program</u>	
State or Federal agency/bureau or Tribal Government	

In my opinion, the property <u>   </u> meets <u>   </u> does not meet the National Register criteria.	
Signature of commenting official:	Date
Title :	State or Federal agency/bureau or Tribal Government

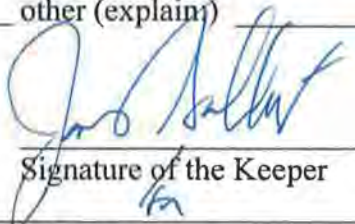
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**4. National Park Service Certification**

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain) \_\_\_\_\_



Signature of the Keeper

6-5-2017

Date of Action

**5. Classification**

**Ownership of Property**

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

**Category of Property**

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

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**Number of Resources within Property**

(Do not include previously listed resources in the count)

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>          </u>	Total

Number of contributing resources previously listed in the National Register 1

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

TRANSPORTATION/road related (vehicular)

**Current Functions**

(Enter categories from instructions.)

VACANT

Gay Oil Company Building  
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## 7. Description

### Architectural Classification

(Enter categories from instructions.)

LATE 19<sup>TH</sup> AND 20<sup>TH</sup> CENTURY REVIVALS/Classical Revival

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**Materials:** (enter categories from instructions.)

Principal exterior materials of the property: TERRA COTTA, BRICK

### Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has

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### Summary Paragraph

The Gay Oil Company Building is a two-story with full basement early 20<sup>th</sup> Century Style Commercial Building with Neo-Classical detailing located in an urban setting in downtown Little Rock. The building rests on a continuous cast-concrete foundation and is sheathed in buff colored terra-cotta at the street level and buff brick at the second story followed by Neo-Classical detailing at the frieze and crown of the second story of the flat roof. Fenestration in the building consists of stationary commercial windows and overhead garage doors on the first floor and bands of steel casement windows on the second floor. Construction methods are reinforced concrete frame, floors and roof. The main entrance includes a stylized terra-cotta pediment with "Gay Office Building" carved into the face. The building sits on a large corner lot bordered by Broadway and 3<sup>rd</sup> Streets in downtown Little Rock.

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### Narrative Description

Located at 300 South Broadway Street in downtown Little Rock, the Gay Oil Company Building sits on three lots at the corner of South Broadway and West Third Streets. The two-story building with full basement is an early 20<sup>th</sup> Century Style Commercial Building with Neo-Classical detailing. The first floor of the building contains a formal lobby area, commercial storefront bays, industrial garage area and a ramp to the basement level parking garage. The second floor contains multiple offices and restroom. The building is rectangular in shape except for the second floor, which is U-shaped to allow natural light into the interior offices.

Fenestration throughout the building consists of stationary commercial windows and overhead garage doors with steel casement windows located at the rear elevation at the first story and bands of steel casement windows at the second story. The walls are sheathed in buff terra-cotta tiles on the first floor, buff brick accented with terra-cotta trim and molding on the second floor. The flat roof is detailed with Neo-Classical elements at the frieze and crown.

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### **Front/East Façade**

The east façade of the building is divided into five bays at the first story. Pilasters define the bays and terminate at the second floor. One bay is the main entrance of the building, two larger bays were originally designed as separate commercial spaces and retain their original transoms and entry doors. The two largest bays were the original filling station and now covered with stationary commercial glass and a modern overhead garage door. The exterior of the first floor is sheathed in buff-colored terra-cotta tile. The bays and pilasters are trimmed out simply in terra-cotta trim and molding. The buff colored tile extends from the sidewalk up to the windowsill of the second level, for the entire first floor on the east façade. The commercial bays and pilasters are accentuated with courses of tile that emphasize the horizontal design of the building. A stylized terra-cotta pediment dominates the smallest bay, located at the south end of the front façade. The pediment has "GAY OFFICE BUILDING" carved into its face. The windows at the second level and above the pediment are the only set of double windows and the only ones framed in terra cotta, which further emphasizes the main entry of the building.

The second level is clad in buff brick and retains the original eleven steel windows. The windows are rectangular, with nine lights. The middle center and bottom panes open for ventilation. The windows are surrounded with stack bond brickwork bordered by a perpendicular course of stretcher bricks on the sides, a soldier course at the head, and are set in a stretcher bond brick wall. The windows are further defined by terra-cotta molding that runs the length of the building on the east and north elevations. The stretcher bond brick wall continues and is decorated with a continuous band of terra-cotta tile embedded with a simple shell motif, capped with a molded band of terra cotta, followed by the cornice. The cornice is topped by a band of decorative terra cotta palmette acroteria along the east and north elevations.

### **Side/North Façade**

The north façade is very similar to the front/east façade due to the corner location of the building. The east façade is divided into six bays at the first story. Pilasters define the bays and terminate at the second floor. The four western most bays were originally commercial spaces. Three retain their original transoms while two retain the original entry doors. The two large eastern most bays were the original filling station and have been enclosed with stationary commercial glass and a modern overhead garage door. The second level has fifteen original windows identical to the front elevation. Brickwork and terra cotta are identical to the front façade with the exception of lacking the main entry.

### **Rear/West Façade**

The west façade is brick that has been painted. The first level at the north corner has an original commercial window opening that is boarded up with original transoms above. Four sixteen-light steel windows are in place. Two additional sets of these windows appear to be boarded up. A solid overhead door has been added probably where a window unit was originally. The second level includes eleven steel windows in the nine-light configuration like the front and side elevations. This elevation contains a gutter and downspout. A metal fire escape from the second story has been added.

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### **Side/South Façade**

The south façade is partially obstructed by a one-story building that is adjacent to the Gay Oil Company Building. The elements of the second story that are visible include five nine-light steel windows identical to the other windows on the second story of the building. Vents are visible above the windows, presumably to vent the space between the ceiling and the flat roof. I-beams bisect the mid section of the wall to provide support to the U-shaped section of the second floor, allowing light into the interior offices. A centrally located brick chimney rises above the building. The brick chimney and south façade are painted brick.

### **Interior**

The building entry lobby, accessed from Broadway, originally had windows on the South wall to allow light into the space. The adjoining building has since in filled these openings, but the windows remain. Doorways and windows that allow access to the spaces on the North side of the lobby remain. The lobby allows access to the stair to the second floor.

There has been very little change to the first floor space that originally was the Gay Oil Service Station. A spiral stair that allowed access between the first and second floor has been partially removed and closed in on the second floor. Very few walls have been removed, leaving the bulk of the space in its original configuration.

The majority of the second floor remains intact with the exception of some alterations to the spaces along the north side of the floor. There is evidence that walls of individual offices were removed to expand the room and create a larger open office space.

Minor alterations to the restrooms have been made to add additional fixtures and partitions.

Interior: The entry lobby accessed off Broadway has the best example of original finishes in the building. The flooring is marble tile with a marble base and marble wainscot along the walls and stair walls. The flooring is a white marble rectangular tile laid in an ashlar pattern with a border in gray tile. The wood and glass storefront, although somewhat altered, remains. The walls are clad with white marble from the top of a three foot gray marble wainscot to approximately 10 feet above finish floor. The walls above the marble wainscot are painted plaster with a decorative plaster crown molding. Original chain hung light fixtures (less the glass globes) still hang within the space from the painted plaster ceiling.

The second floor lobby and corridor floors are tiled with a 1 x 1 mosaic ceramic tile laid in a basket weave pattern in some areas and herringbone pattern in other areas. The field tile is white with a checkerboard border of multiple colors. The corridor walls are a combination of stained and painted wood frames with glass sidelights and transoms. The walls have a twelve-inch border of gray tile at the base with a white marble and gray veined wainscot from top of the base to 4 foot above finish floor. The white marble matches the marble wainscot of the lobby and stair. The remaining office walls and ceilings are painted plaster.

Interior paneled doors, windows and transoms are stained hardwood and patterned translucent glass.

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## 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 high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

### Criteria Considerations

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

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years



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**Areas of Significance**  
(Enter categories from instructions.)

ARCHITECTURE  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**  
1925  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**  
1925  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Person**  
(Complete only if Criterion B is marked above.)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Cultural Affiliation**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**  
Wittenberg, Deloney & Watts, architect  
N.B. Garver, engineer/designer  
Carter & Carter, contractors

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**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Gay Oil Company Building is architecturally significant as an example of an early 20<sup>th</sup> Century Commercial building with Neo-Classical detailing. The owner and primary occupant of the building, Thomas J. Gay, was a catalyst to the rise of automobile transportation in Little Rock, occupying the building from 1925 to his retirement in 1938. The building meets National Register **Criterion C** in the area of Architecture as an exceptional example of Early 20<sup>th</sup> Century Commercial building with Neo-Classical detailing.

**Narrative Statement of Significance** (Provide at least **one** paragraph for each area of significance.)

Thomas Jefferson Gay organized the Richardson-Gay Oil Company at Corsicana, Texas, in 1903, for the refining and manufacturing of oils. It was the first extensive oil field discovered in the south. The products of this refinery were marketed in Texas, Oklahoma, Arkansas, Louisiana and New Mexico, and did extensive exporting into the Republic of Mexico.<sup>1</sup>

It was during this time that Little Rock Board of Trade was trying to secure an independent oil company to establish in Little Rock. In 1905 Mr. Gay sold his interests in Richardson-Gay Oil and moved to Little Rock to organize the Gay Oil Company, which was incorporated in 1907.<sup>2</sup>

The Gay Oil Company grew with the automobile industry. There were only three automobiles in Little Rock when Gay arrived in 1905. At that time, the company dealt in kerosene for lighting, and other purposes, and in lubricating oils. These were the main products then and gasoline was a side product. By 1925, gasoline was the main product and the others were the sidelines. Gay Oil branches were in all important cities and towns in the state and its products were sold in other states.<sup>3</sup>

Gay's energy and enthusiasm for the developing the oil business is evident in the numerous organizations he helped to found and he also served as president for many. He was an organizer of the Independent Oil Men's Association of the United States, which was head-quartered in Chicago.<sup>4</sup> He was elected president of the National Petroleum Marketers Association.<sup>5</sup> He organized the Arkansas-Tennessee Oil Marketing Association. He was a director of the National Petroleum Mutual Fire Insurance Association of Philadelphia, which was one of the leading mutual insurance companies owned and controlled by the independent oil industry.<sup>6</sup>

<sup>1</sup> Herndon, Dallas T. *The Centennial History of Arkansas: Vol. 3*. Easley, S.C: S.J. Clarke, 1922. Print.

<sup>2</sup> "Oil Company Establishes Headquarters Here." *Arkansas Gazette* [Little Rock] 1 Nov. 1905: 2. Print.

<sup>3</sup> "Architects' Drawing Showing the New Building Being Erected Here by the Gay Oil Company." *Arkansas Gazette* [Little Rock] 25 May 1925: 24. Print.

<sup>4</sup> Herndon, Dallas T. *The Centennial History of Arkansas: Vol. 3*. Easley, S.C: S.J. Clarke, 1922. Print.

<sup>5</sup> *Ibid.*

<sup>6</sup> *Ibid.*

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In the twentieth year of Gay Oil, Thomas J. Gay elected to have a building designed for his offices and to house additional filling stations and commercial spaces.<sup>7</sup> In the 1920s oil companies responded to the demands of advocates of the City Beautiful Movement by building substantial stone or brick stations with Greek, Beaux Arts or Neoclassical design.<sup>8</sup> This may have influenced the Neo-Classical embellishment of the Gay Office Building. The clean, elegant lines and uncluttered appearance are indicative of Neo-Classical architecture. Emphasis is on planar qualities, rather than sculptural volumes. Projections and recessions and their effects of light and shade are more flat; sculptural bas-reliefs are flatter and tended to be enframed in friezes, tablets or panels. Articulated individual features are isolated rather than interpenetrating, autonomous and complete in themselves.<sup>9,10</sup>

The site selected for the new building was not only a major thoroughfare along Broadway Street for the citizens of Little Rock, connecting the residential area to the business district and to North Little Rock, located across the Arkansas River, it was also part of the Bankhead Highway system. The Bankhead Highway, later U.S. 70, was a United States cross-country automobile highway connecting Washington, D.C. and San Diego. It was part of the National Auto Trail system and one of the earliest Auto Trails.<sup>11</sup> The road was named for Alabama politician John Hollis Bankhead, a leader in the early national road-building movement.<sup>12</sup> The Broadway Bridge started construction in 1921 and was opened on March 14, 1923.<sup>13</sup> The Gay Building, which included a service station at the corner of the building, opened in the fall of 1925. It's proximity to the Bankhead Highway assured that cross country travelers would likely stop to refuel before traveling over the Broadway Bridge or to destinations further north or south.

By 1926 Thomas J. Gay, and numerous employees of Gay Oil were working at the new building. Gay Oil filling stations were located at Third and Broadway (Gay Building), Markham and Center, Third and High Street, Third and Maple (North Little Rock), Fifth and Rock Street, Seventh and High Street, 28<sup>th</sup> and Arch Street, Fifth and Arch Street, and Seventh and Spring Street. He also had a warehouse at 1409 East 9<sup>th</sup> Street.<sup>14</sup> None exist today, except for this building at 3<sup>rd</sup> and Broadway.

In the early 1920s, the Gay Oil Company sponsored a filling station design competition, and well known Little Rock architect John Parks Almand won the contest with a mushroom-shaped design. Almand actually patented his filling station design, which was visually attractive to

<sup>7</sup> Architects' Drawing Showing the New Building Being Erected Here by the Gay Oil Company." *Arkansas Gazette* [Little Rock] 25 May 1925: 24. Print.

<sup>8</sup> Liebs, Chester H. *Main Street to Miracle Mile: American Roadside Architecture*. Boston: Little, Brown, 1985. 98. Print.

<sup>9</sup> McAlester, *A Field Guide to American Houses*, 478, and Galuzin, Alex. "NeoClassical Architecture." *NeoClassical Architecture*. N.p., 14 Nov. 2008. Web. 23 Jan. 2017.

<sup>10</sup> Galuzin, Alex. "NeoClassical Architecture." *NeoClassical Architecture*. N.p., 14 Nov. 2008. Web. 23 Jan. 2017.

<sup>11</sup> Varner, S. "Bankhead Highway at AmericanRoads.us." *Bankhead Highway at AmericanRoads.us*. N.p., 2006. Web. 23 Jan. 2017.

<sup>12</sup> "Bankhead Highway." *Wikipedia. Wikimedia Foundation*, 15 Oct. 2016. Web. 23 Jan. 2017.

<sup>13</sup> "Broadway Bridge Project Information." Broadway Bridge. *Arkansas State Highway and Transportation Department*, 2015. Web. 23 Jan. 2017.

<sup>14</sup> Little Rock and Argenta City Directory Little Rock: Polk's Southern Directory Company, 1887-1966.

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customers and ideal for small, urban lots. One of his mushroom-shaped stations was built in 1923 on W. 3rd Street in Little Rock. The stations were designed to have a strong visual impact on passersby and fit on a small lot.<sup>15</sup>

Gay sold off most of the oil company two weeks before the stock market crash of 1929, managing to receive payment in full before the banks failed.<sup>16</sup> He continued to operate Gay Oil Company until he retired in 1938.<sup>17</sup> The filling station continued to operate and the building offices were leased out. Thomas J. Gay died in 1951.<sup>18</sup> His son and then grandson continued to lease the building through 2015. Early building tenants were U.S. Engineers and Little Rock Motor Company, among others.<sup>19</sup> Later tenants include Little Rock Law School, Bale Chevrolet show room, Plasma Center, and Rufus Fender Mender. Grandson, Mr. Jerry Gay, sold the building in 2015.<sup>20</sup> Currently, the building is vacant and awaiting renovation.

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**Narrative Statement of Significance** (Provide at least **one** paragraph for each area of significance.)

The Gay Oil Company Building is being nominated to the National Register of Historic Places under **Criterion C** for Architecture, as an exceptional example of early 20<sup>th</sup> Century Commercial building with Neo-Classical detailing, with **local significance**. Thomas J. Gay, the owner and president of Gay Oil Company, occupied the office building from its construction in 1925 through his retirement in 1938. The building illustrates the development and growth of Gay Oil Company, which had a profound impact on oil production in Arkansas, as well as automobile transportation in Little Rock and throughout the state.

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<sup>15</sup> Blackwell, Chad. "Roundtop Filling Station," North Little Rock, Arkansas. Nomination to the National Register of Historic Places, 24 January 2008.

<sup>16</sup> Jerry Gay Telephone Interview, 11 Jan 2017.

<sup>17</sup> Little Rock and Argenta City Directory Little Rock: Polk's Southern Directory Company, 1887-1966.

<sup>18</sup> "Retired Oil Executive, T.J.Gay, Dies." *Arkansas Gazette* [Little Rock] 29 May 1951: 6B. Print.

<sup>19</sup> Little Rock and Argenta City Directory Little Rock: Polk's Southern Directory Company, 1887-1966.

<sup>20</sup> Jerry Gay Telephone Interview, 11 Jan 2017.

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## 9. Major Bibliographical References

### Bibliography (Cite the books, articles, and other sources used in preparing this form.)

"11<sup>th</sup> Annual Meet I.O.M.A. Greatest in Annals" *Petroleum Magazine* 8 (1919): 35. Print

Architects' Drawing Showing the New Building Being Erected Here by the Gay Oil Company." *Arkansas Gazette* [Little Rock] 25 May 1925: 24. Print.

"Ark Oil and Gas Sold by Ark Firm." *Arkansas Gazette* [Little Rock] 24 July 1921: 18. Print.

"Arkansas Association Meets at Hot Springs." *The Oil Weekly* 25 (1922): 20. Print.

"Bankhead Highway." *Wikipedia. Wikimedia Foundation*, 15 Oct. 2016. Web. 23 Jan. 2017.

Blackwell, Chad. "Roundtop Filling Station," North Little Rock, Arkansas. Nomination to the National Register of Historic Places, 24 January 2008.

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"Builds Successful Business in Arkansas From Small Beginning." *National Petroleum News*(1923): 38. Web.

Galuzin, Alex. "NeoClassical Architecture." *NeoClassical Architecture*. N.p., 14 Nov. 2008. Web. 23 Jan. 2017.

Jerry Gay Telephone Interview, 11 Jan 2017.

Herndon, Dallas T. *The Centennial History of Arkansas: Vol. 3*. Easley, S.C: S.J. Clarke, 1922. Print.

"I.O.M.A. Convention Helpful And Successful." *Oil and Gas News* 6.11 (1919): 1. Web.

"Independent Oil. The Gay Oil Company." *Arkansas Gazette* [Little Rock] 9 Dec. 1906: 11. Print.

Liebs, Chester H. *Main Street to Miracle Mile: American Roadside Architecture*. Boston: Little, Brown, 1985. 98. Print.

Little Rock and Argenta City Directory Little Rock: Polk's Southern Directory Company, 1887-1966.

McAlester, Virginia & Lee. *A Field Guide to American Houses*. New York: Alfred A. Knopf, Inc, 1984.

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"Oil Company Establishes Headquarters Here." *Arkansas Gazette* [Little Rock] 1 Nov. 1905: 2. Print.

"Retired Oil Executive, T.J.Gay, Dies." *Arkansas Gazette* [Little Rock] 29 May 1951: 6B. Print.

"Tribute To Success Of Gay Oil Company." *Arkansas Gazette* [Little Rock] 2 Apr. 1921: 5. Print.

Spalding, Charles D. (1922): 497-500. Oil Trade Journal Inc. Web.

Varner, S. "Bankhead Highway at AmericanRoads.us." *Bankhead Highway at AmericanRoads.us*. N.p., 2006. Web. 23 Jan. 2017.

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**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 # \_\_\_\_\_
- recorded by Historic American Landscape Survey # \_\_\_\_\_

**Primary location of additional data:**

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other
- Name of repository: \_\_\_\_\_

**Historic Resources Survey Number (if assigned):** PU4414

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### 10. Geographical Data

**Acreeage of Property** Less than one acre.

Use either the UTM system or latitude/longitude coordinates

#### Latitude/Longitude Coordinates

Datum if other than WGS84: \_\_\_\_\_

(enter coordinates to 6 decimal places)

- |              |            |
|--------------|------------|
| 1. Latitude: | Longitude: |
| 34.746521    | -92.275736 |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

**Or**

#### UTM References

Datum (indicated on USGS map):

NAD 1927 or  NAD 1983

- |             |                 |                   |
|-------------|-----------------|-------------------|
| 1. Zone: 15 | Easting: 566279 | Northing: 3845181 |
| 2. Zone:    | Easting:        | Northing:         |
| 3. Zone:    | Easting:        | Northing:         |
| 4. Zone:    | Easting :       | Northing:         |

#### Verbal Boundary Description (Describe the boundaries of the property.)

Lots 10, 11, 12 of Block 118 of the Original City of Little Rock Subdivision  
Parcel #34L0200608500

#### Boundary Justification (Explain why the boundaries were selected.)

The boundary includes all of the land historically associated with the property.

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### 11. Form Prepared By

name/title: Amber Jones/Consultant; edited by Ralph S. Wilcox, National Register & Survey Coordinator  
organization: Arkansas Historic Preservation Program  
street & number: 1100 North Street  
city or town: Little Rock state: AR zip code: 72201  
e-mail ralph.wilcox@arkansas.gov  
telephone: 501-324-9787  
date: 1/23/2017

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### Additional Documentation

Submit the following items with the completed form:

- **Maps:** A USGS map or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)



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### Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

### Photo Log

Name of Property: Gay Oil Company Building

City or Vicinity: Little Rock

County: Pulaski

State: Arkansas

Photographer: Callie Williams

Date Photographed: May 26, 2016

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 12: East façade of the building, looking northwest.
- 2 of 12: North and east façades of the building, looking southwest.
- 3 of 12: North façade of the building, looking southwest.
- 4 of 12: West façade of the building, looking northeast.
- 5 of 12: Terra cotta detail above the main entrance, looking southwest.
- 6 of 12: Main lobby, looking west.
- 7 of 12: Former filling station space on the first floor, looking east.
- 8 of 12: View of the ramp from the basement to the first floor, looking east.
- 9 of 12: View of the basement of the building, looking east.
- 10 of 12: View of the second floor hallway, looking east.
- 11 of 12: View of the open second-floor space, looking northeast.
- 12 of 12: Second-floor hallway flooring detail.

Gay Oil Company Building  
Name of Property

Pulaski, Arkansas  
County and State

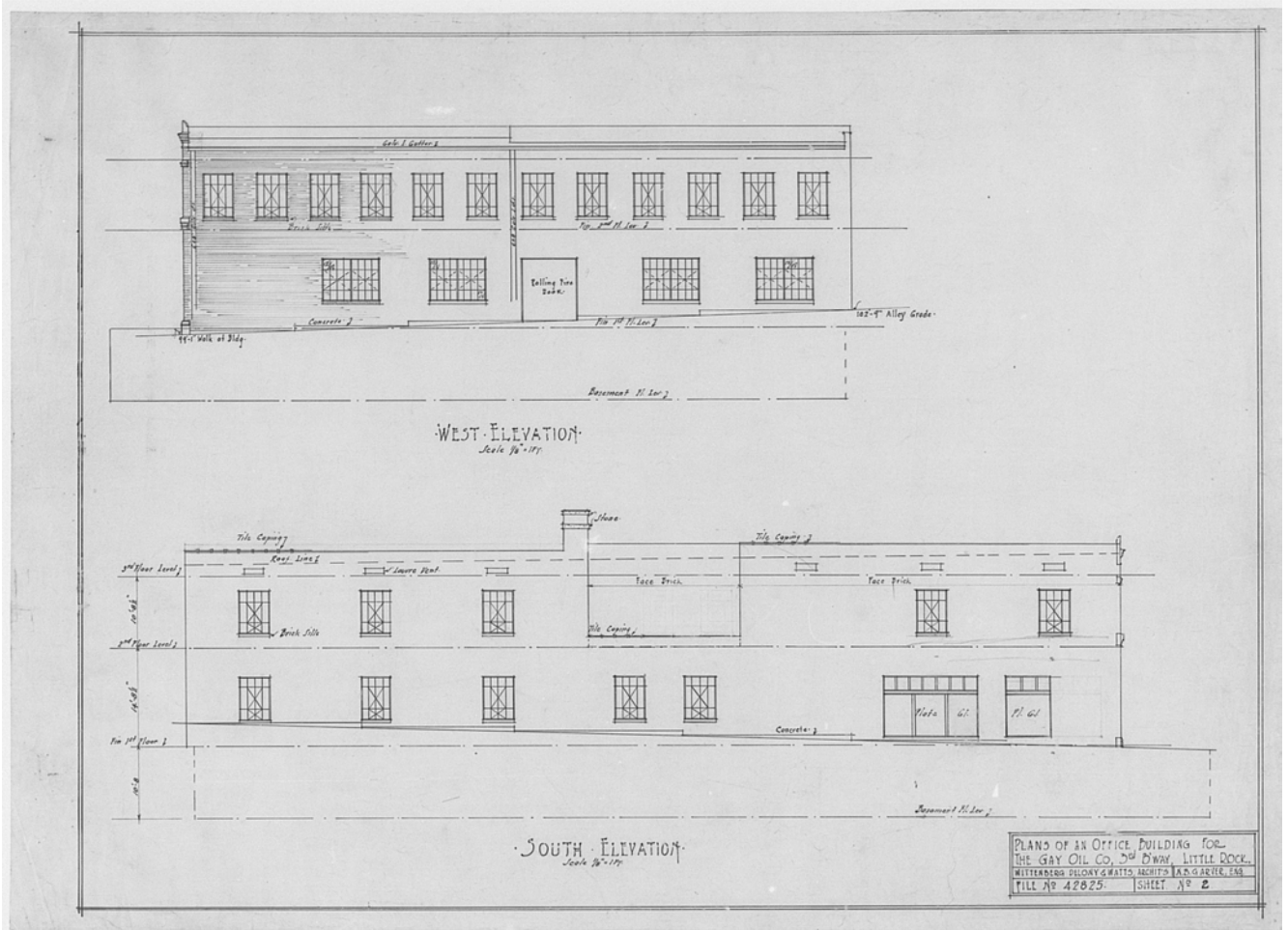


Figure 1: South and West Elevation Drawings for the Gay Oil Company Building

Gay Oil Company Building  
Name of Property

Pulaski, Arkansas  
County and State

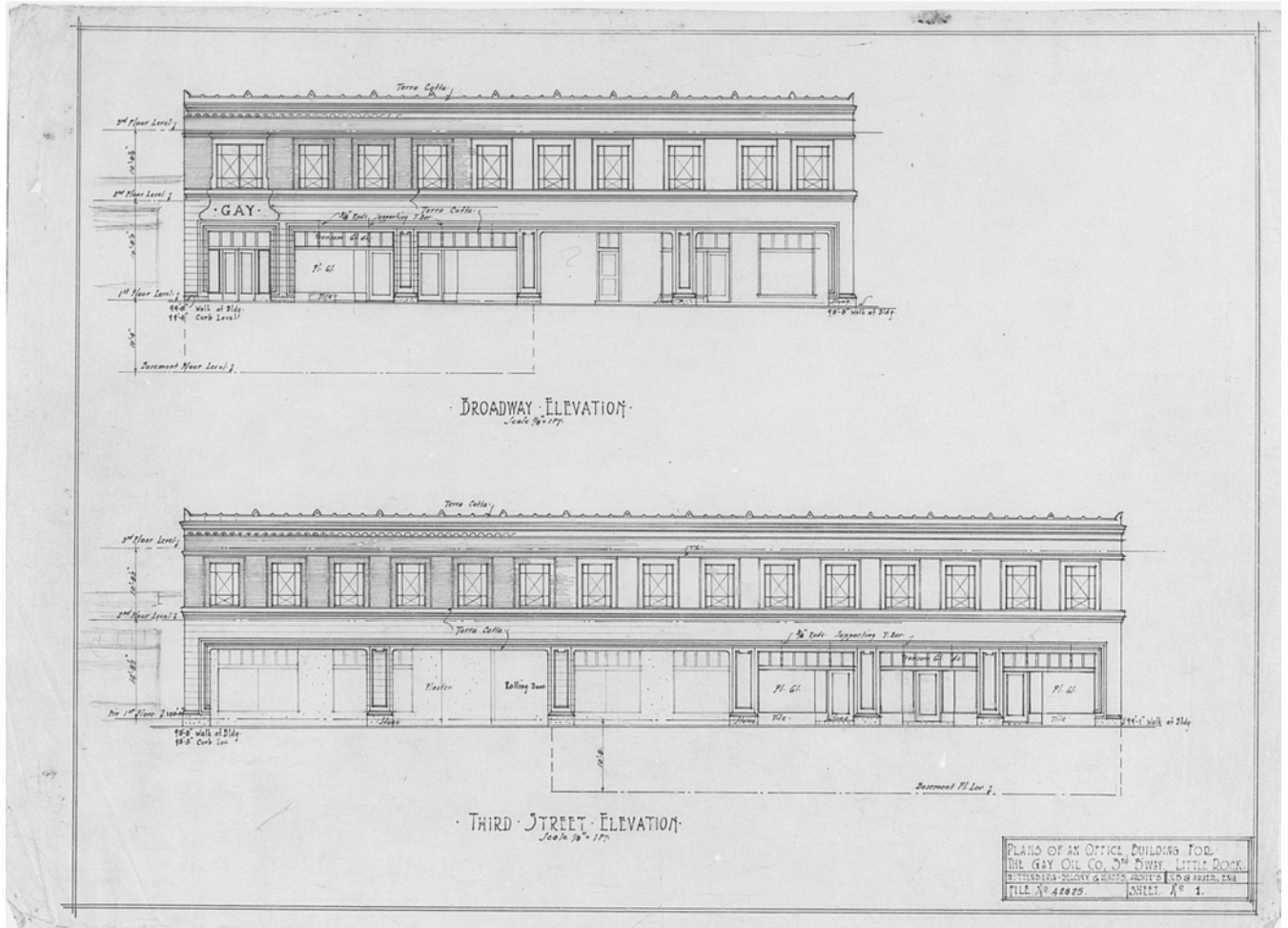


Figure 2: 3<sup>rd</sup> and Broadway Elevation Drawings for the Gay Oil Company Building

Gay Oil Company Building  
Name of Property

Pulaski, Arkansas  
County and State

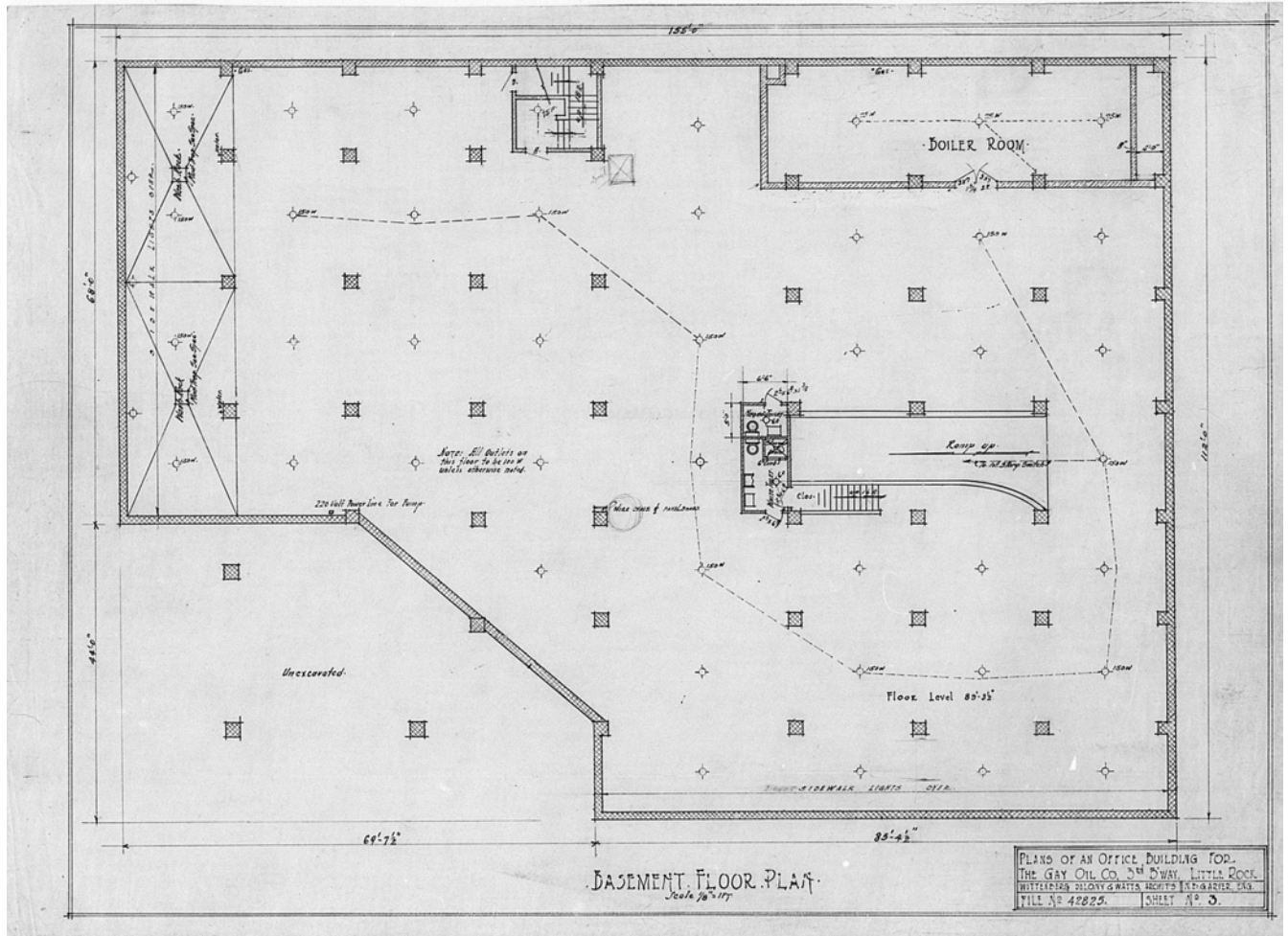


Figure 3: Basement Plan Drawing for the Gay Oil Company Building

Gay Oil Company Building  
Name of Property

Pulaski, Arkansas  
County and State

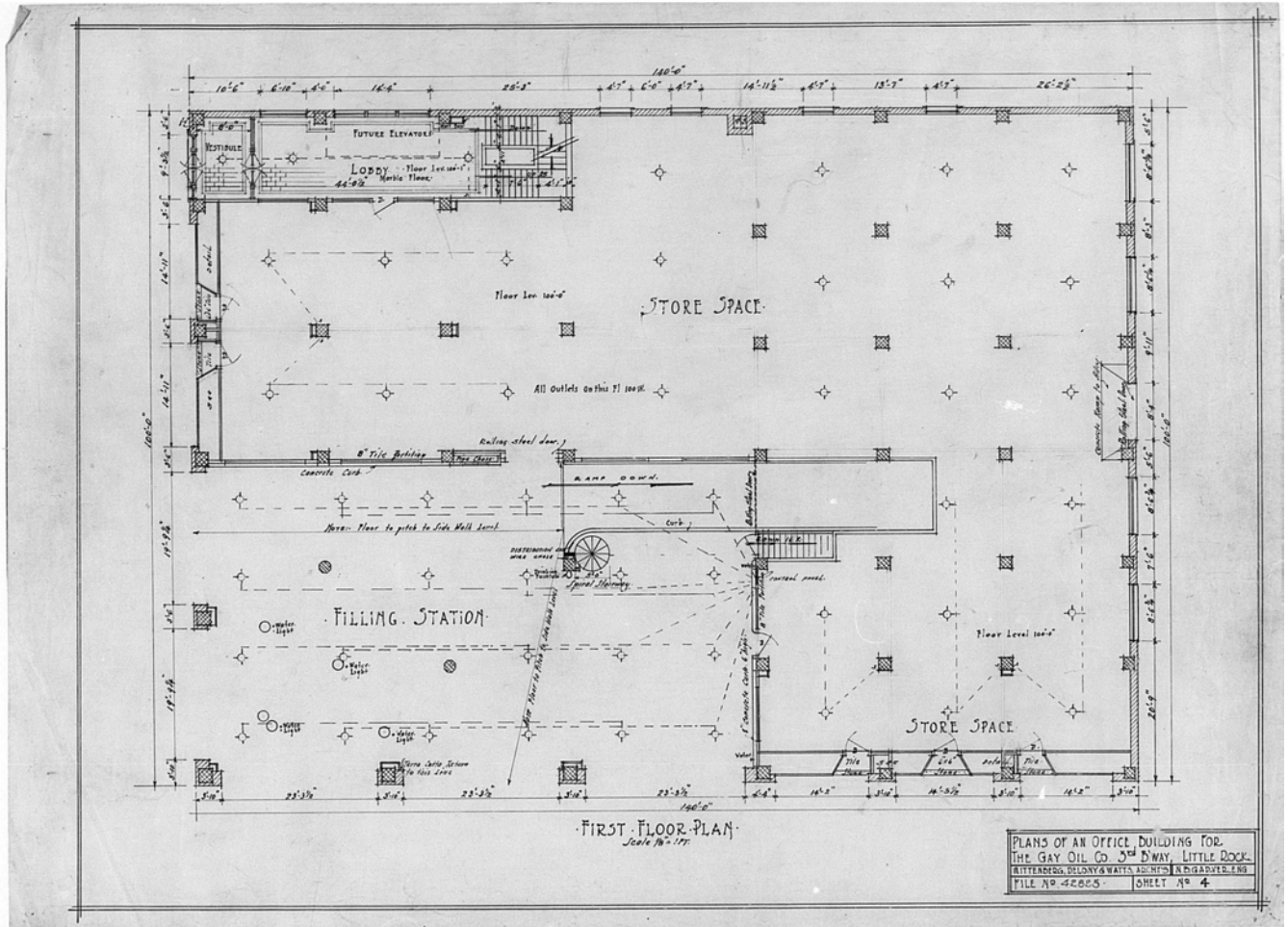


Figure 4: First Floor Plan Drawing for the Gay Oil Company Building

Gay Oil Company Building  
Name of Property

Pulaski, Arkansas  
County and State

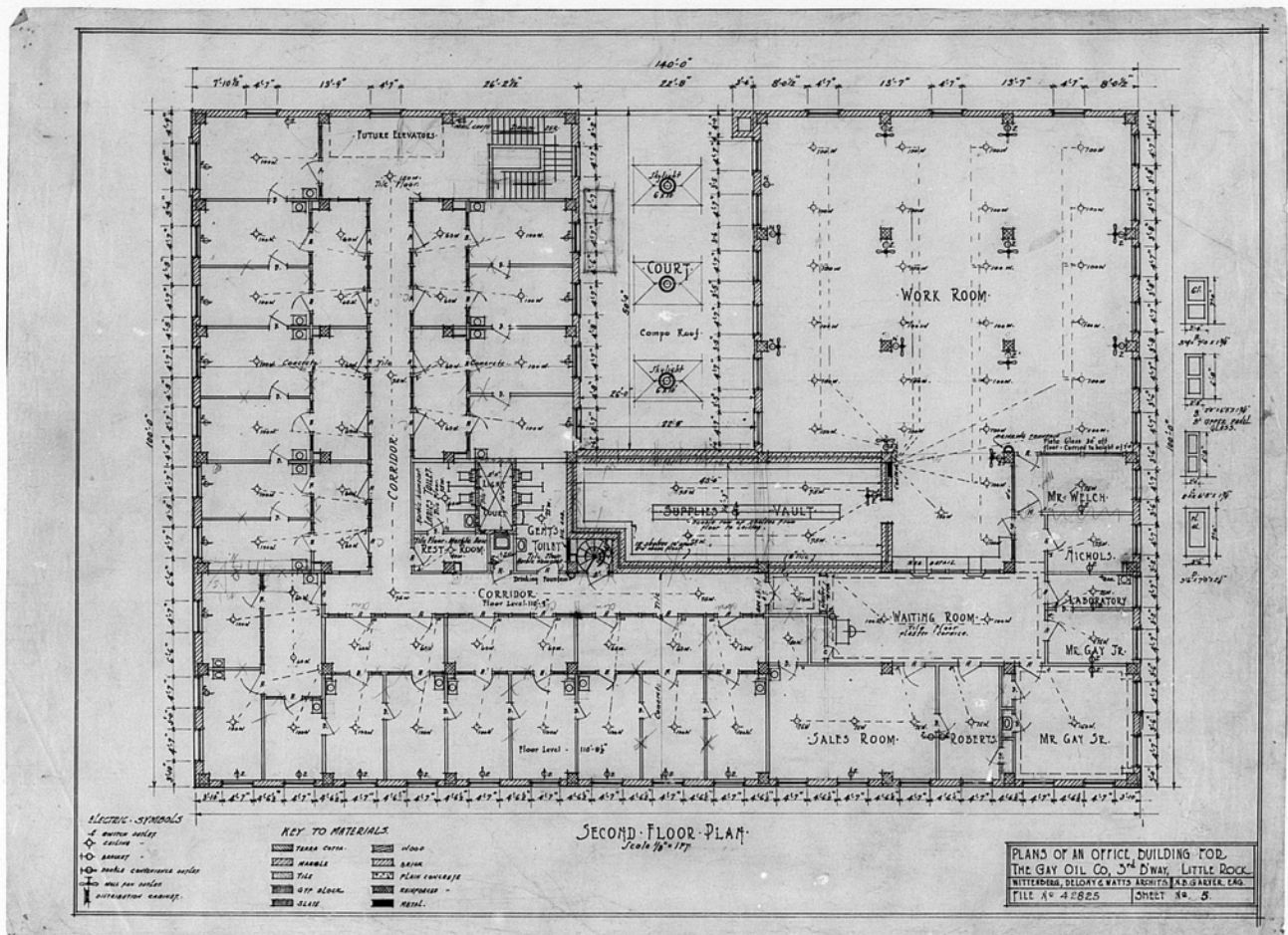


Figure 5: Second Floor Plan Drawing for the Gay Oil Company Building

Gay Oil Company Building  
Name of Property

Pulaski, Arkansas  
County and State

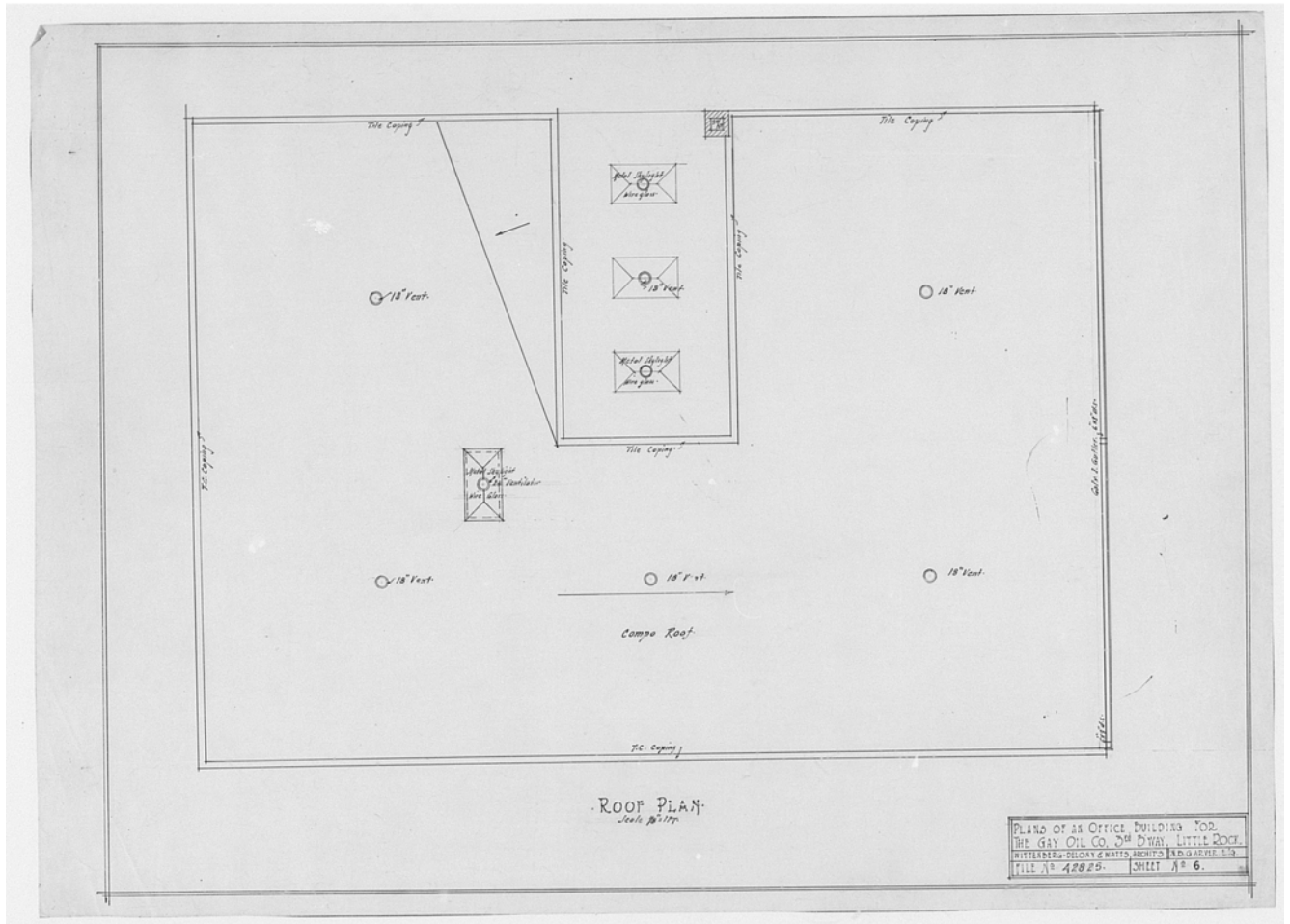


Figure 6: Roof Plan Drawing for the Gay Oil Company Building

Gay Oil Company Building  
Name of Property

Pulaski, Arkansas  
County and State

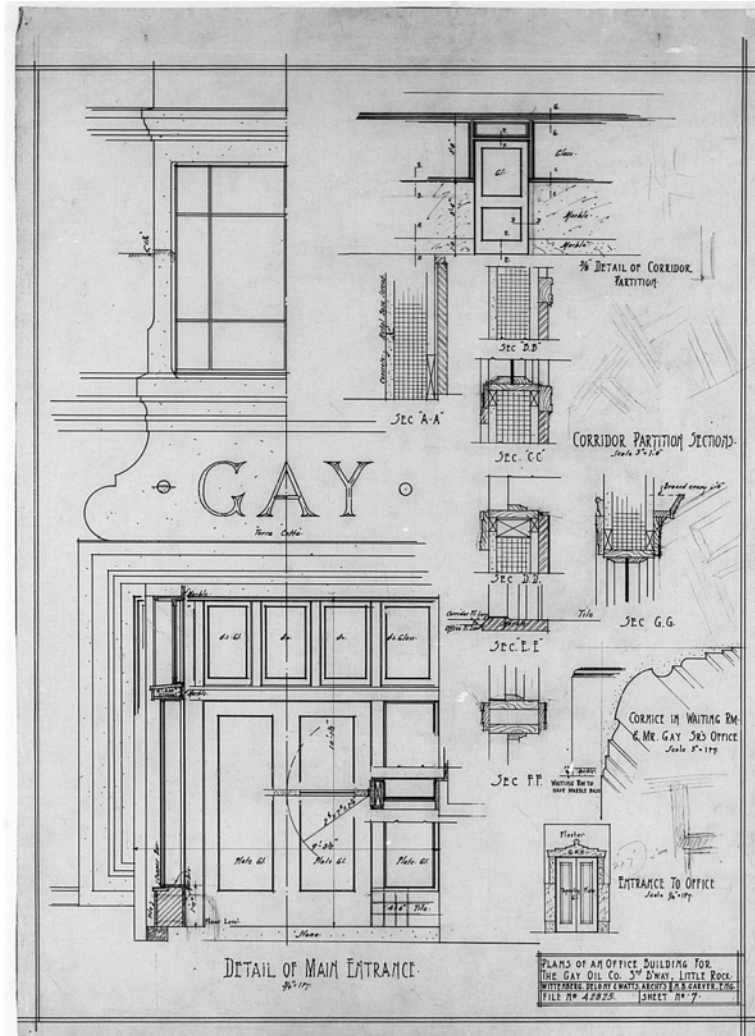


Figure 7: Main Entrance Detail Drawing for the Gay Oil Company Building



Gay Oil Company Building  
Name of Property

Pulaski, Arkansas  
County and State

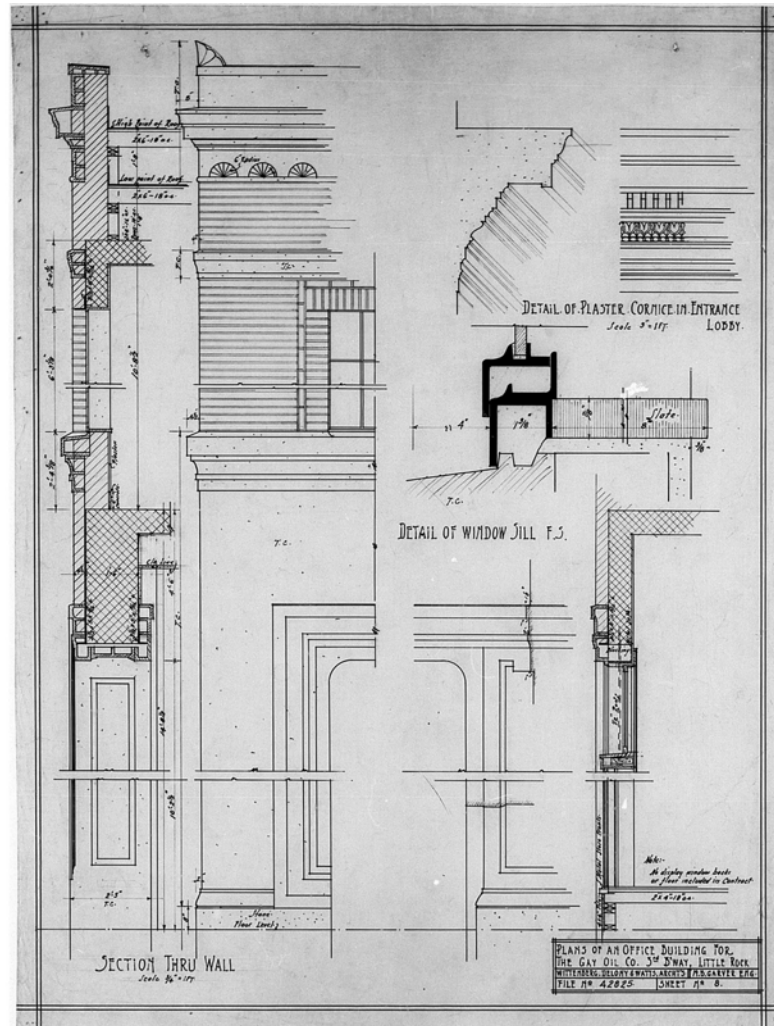


Figure 8: Window and Cornice Detail Drawings for the Gay Oil Company Building

Gay Oil Company Building  
Name of Property

Pulaski, Arkansas  
County and State

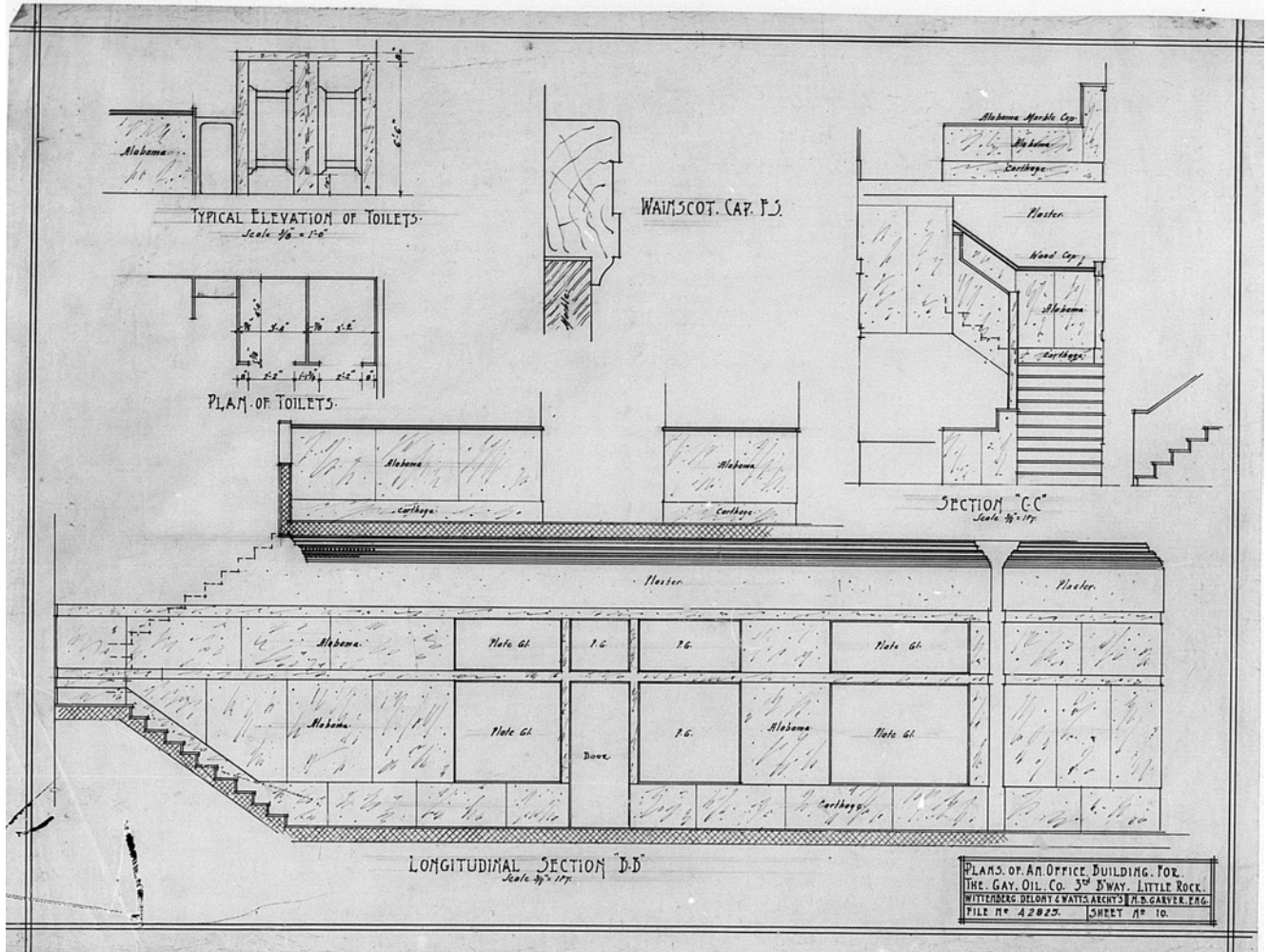


Figure 9: Section and Wainscot Detail Drawings for the Gay Oil Company Building

Gay Oil Company Building  
Name of Property

Pulaski, Arkansas  
County and State

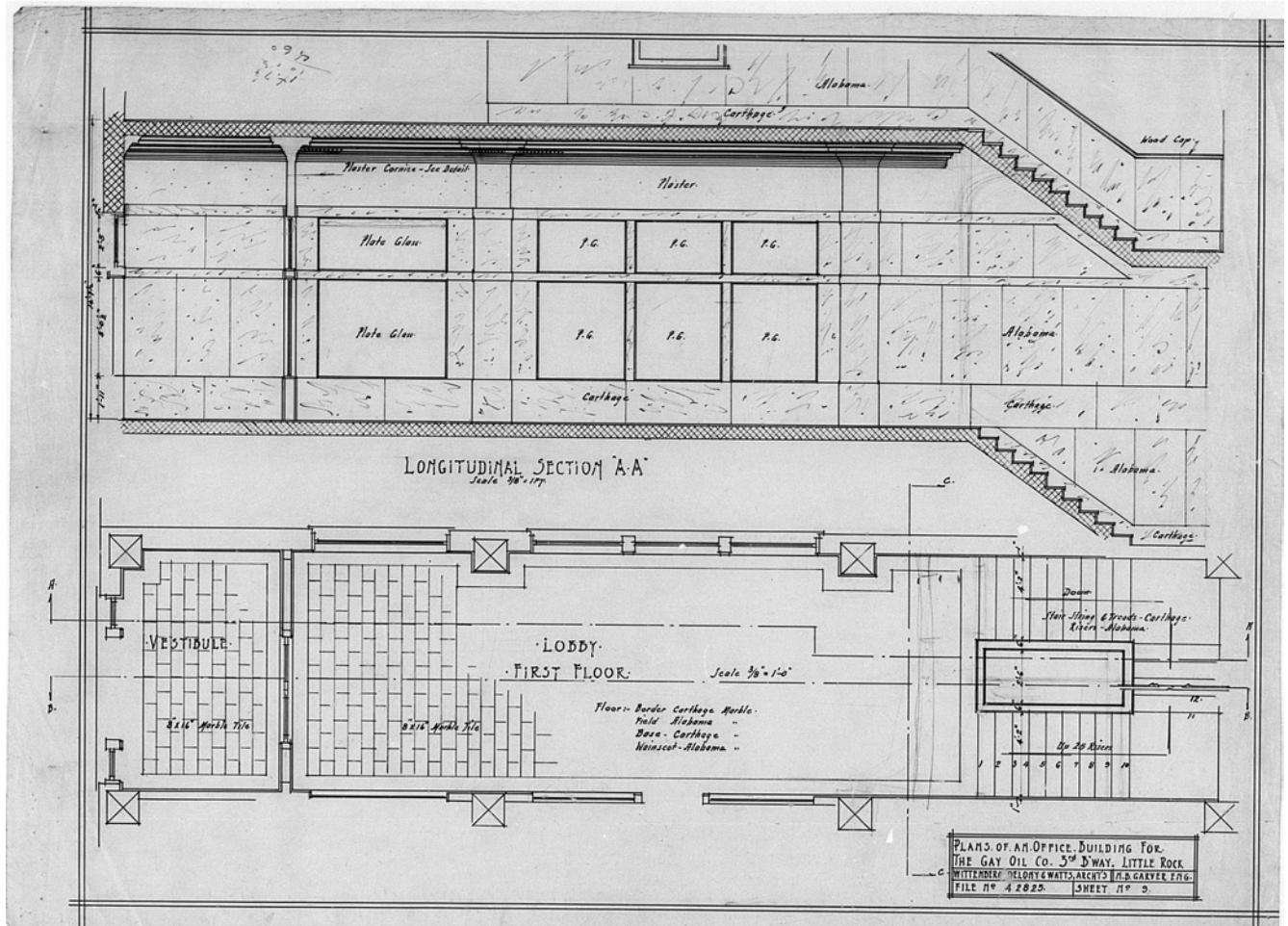
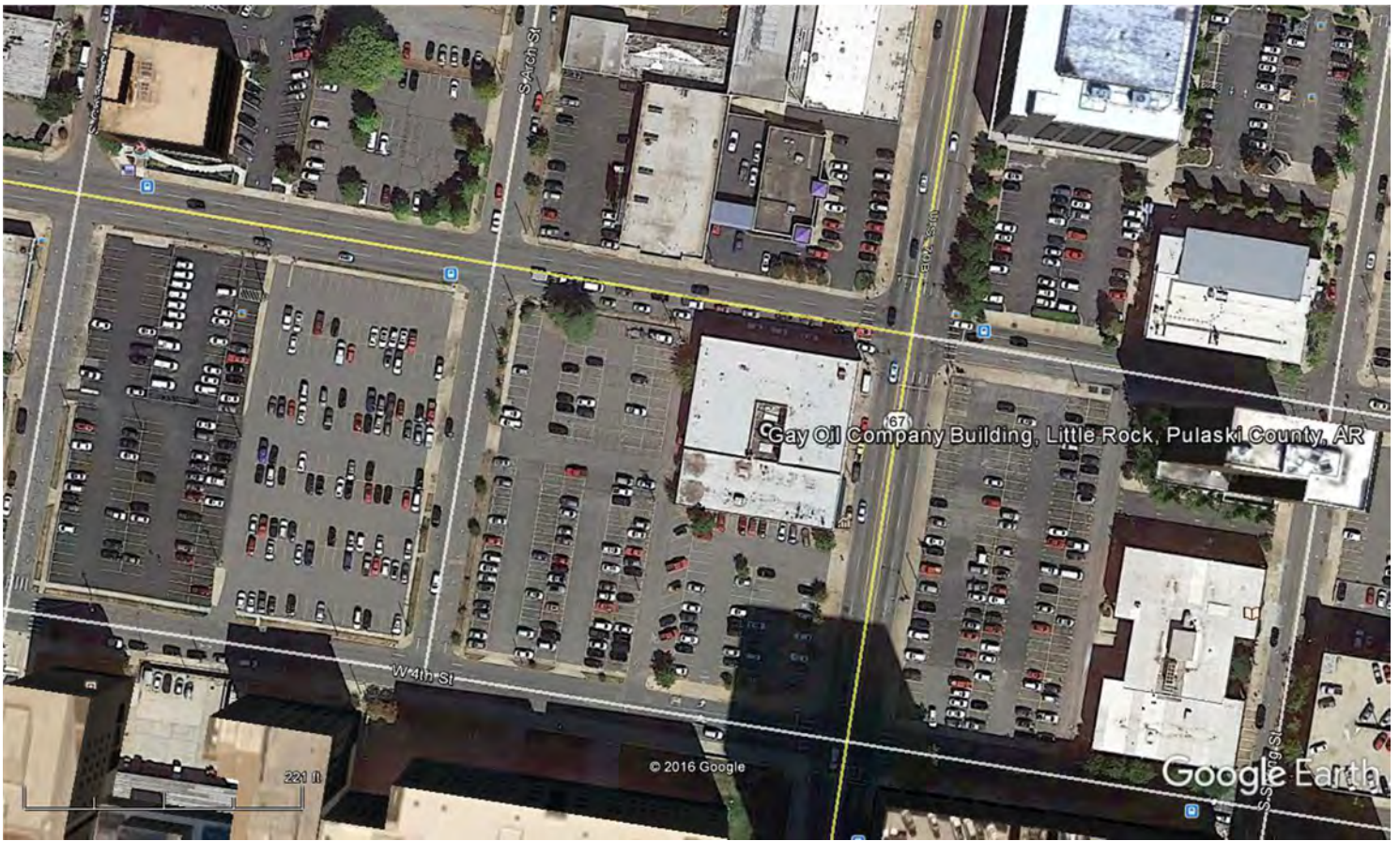


Figure 10: Section and Lobby Tile Detail Drawings for the Gay Oil Company Building

**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 listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 100 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.



|-----221'-----|

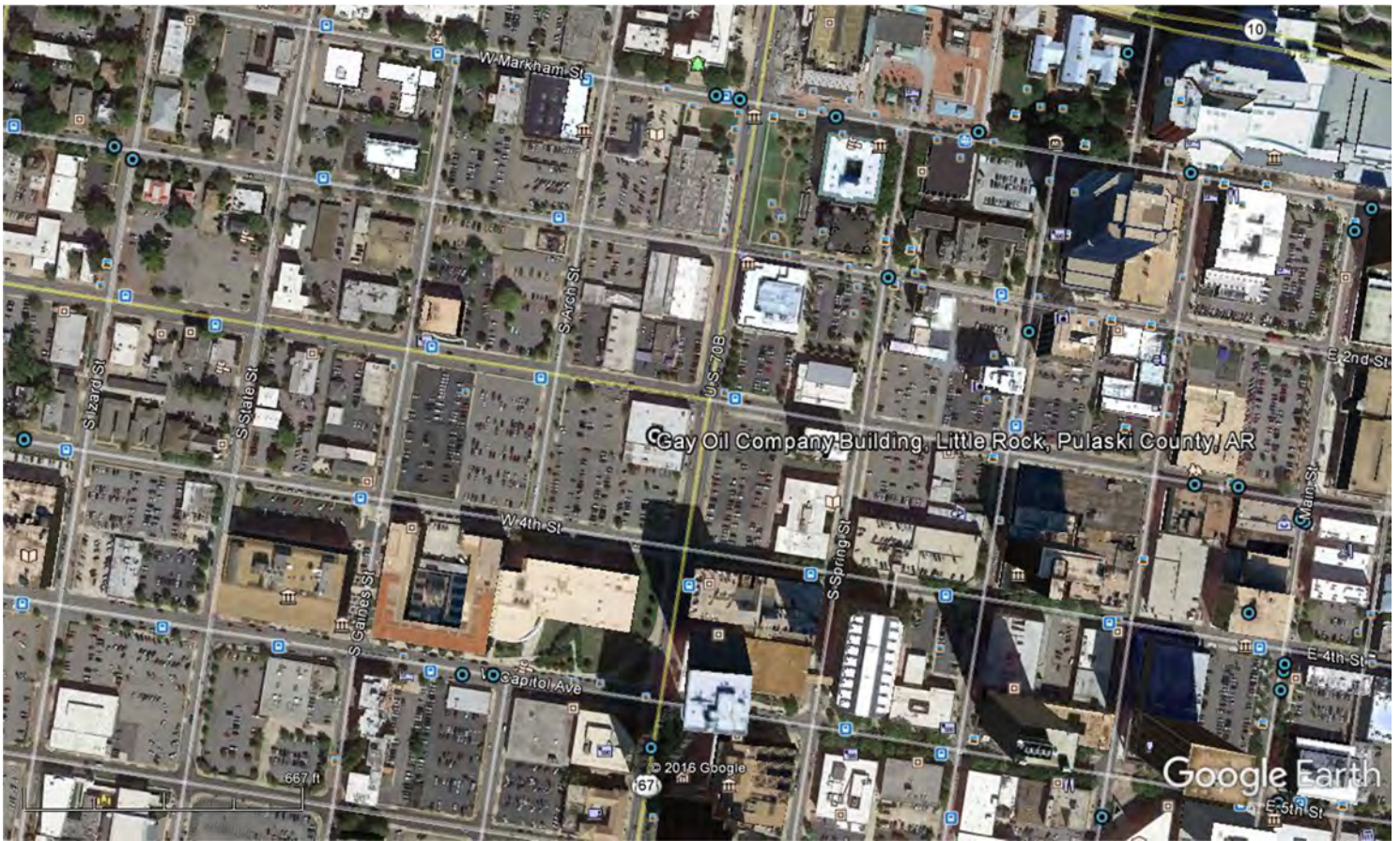
Gay Oil Company Building

Little Rock, Pulaski County, Arkansas

UTM: 15 566277E 3845176N



North



|-----667'-----|

Gay Oil Company Building

Little Rock, Pulaski County, Arkansas

UTM: 15 566277E 3845176N



North



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UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Gay Oil Company Building

Multiple Name:

State & County: ARKANSAS, Pulaski

Date Received: 4/21/2017      Date of Pending List:      Date of 16th Day:      Date of 45th Day: 6/5/2017      Date of Weekly List:

Reference number: SG100001011

Nominator: State

Reason For Review:

- |                                       |  |   |
|---------------------------------------|--|---|
| <input type="checkbox"/> Appeal       | <input type="checkbox"/> PDIL            | <input type="checkbox"/> Text/Data Issue    |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape       | <input type="checkbox"/> Photo              |
| <input type="checkbox"/> Waiver       | <input type="checkbox"/> National        | <input type="checkbox"/> Map/Boundary       |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period             |
| <input type="checkbox"/> Other        | <input type="checkbox"/> TCP             | <input type="checkbox"/> Less than 50 years |
|                                       | <input type="checkbox"/> CLG             |   |

Accept       Return       Reject      6/5/2017 Date

Abstract/Summary Locally significant oil company building with excellent classical revival detailing in terra cotta  
Comments:

Recommendation/ Accept / C  
Criteria

Reviewer Jim Gabbert

Discipline Historian

Telephone (202)354-2275

Date \_\_\_\_\_

DOCUMENTATION: see attached comments : No      see attached SLR : **Yes**

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



DEPARTMENT OF PLANNING AND DEVELOPMENT

723 West Markham Street  
Little Rock, Arkansas 72201-1334  
Phone: (501) 371-4790 Fax: (501) 399-3435  
www.littlerock.gov

**CERTIFIED LOCAL GOVERNMENT NATIONAL REGISTER NOMINATION REVIEW**

**Name and Address of property:**

Gay Oil Company Building, 300 Broadway, Little Rock, AR 72201

**Name of Owner:**

300 Broadway LLC

**Project Sponsor:**

Amber Jones

**CLG Name:**

City of Little Rock, Arkansas

**Date of Public Hearing by CLG:**

March 13, 2017

**Applicable Criteria:**

Criterion A (Historic Events)

Criterion B (Important Person)

Criterion C (Architecture)

Criterion D (Archaeological)

The Little Rock Historic District Commission hereby recommends the above stated property for nomination.

Attest:

Richard C. Kelley  
Chair

Brian Myrland  
Secretary/Staff

3-14-17  
Date

3-13-2017  
Date



THE DEPARTMENT OF ARKANSAS  
**HERITAGE**

Asa Hutchinson  
*Governor*

Stacy Hurst  
*Director*

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Arkansas Arts Council

Arkansas Natural  
Heritage Commission

Arkansas State Archives

Delta Cultural Center

Historic Arkansas Museum

Mosaic Templars  
Cultural Center

Old State House Museum

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ARKANSAS HISTORIC  
PRESERVATION PROGRAM



1100 North Street  
Little Rock, AR 72201

(501) 324-9880  
fax: (501) 324-9184  
tdd: 711

e-mail:

[info@arkansaspreservation.org](mailto:info@arkansaspreservation.org)

website:

[www.arkansaspreservation.com](http://www.arkansaspreservation.com)

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April 5, 2017



J. Paul Loether, Deputy Keeper and Chief  
National Register and National Historic Landmark Programs  
National Register of Historic Places  
1201 Eye St. NW, 8th Fl.  
Washington D.C. 20005

RE: Gay Oil Company Building – Little Rock, Pulaski County,  
Arkansas

Dear Mr. Loether:

We are enclosing for your review the above-referenced nomination. The enclosed disk contains the true and correct copy of the nomination for the Gay Oil Company Building to the National Register of Historic Places. The Arkansas Historic Preservation Program has complied with all applicable nominating procedures and notification requirements in the nomination process.

If you need further information, please call Ralph S. Wilcox of my staff at (501) 324-9787. Thank you for your cooperation in this matter.

Sincerely,

Stacy Hurst  
State Historic Preservation Officer

SH:rsw

Enclosure