

United States Department of the Interior
National Park Service

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received NOV 28 1986
date entered AUG 17 1987

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Cherry Street Historic District

and/or common

2. Location

street & number Generally along Cherry Street between Porter and Ohio
Street between Porter and York N/A not for publication

city, town Helena N/A vicinity of

state Arkansas code 05 county Phillips code 107

3. Classification

Category	Ownership	Status	Present Use
<input checked="" type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture <input type="checkbox"/> museum
<input type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial <input type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input checked="" type="checkbox"/> work in progress	<input type="checkbox"/> educational <input type="checkbox"/> private residence
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment <input type="checkbox"/> religious
<input type="checkbox"/> object	<u>N/A</u> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government <input type="checkbox"/> scientific
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input checked="" type="checkbox"/> industrial <input type="checkbox"/> transportation
		<input type="checkbox"/> no	<input type="checkbox"/> military <input type="checkbox"/> other:

4. Owner of Property

name Multiple (See Continuation Sheet)

street & number

city, town Helena N/A vicinity of state Arkansas

5. Location of Legal Description

courthouse, registry of deeds, etc. Phillips County Courthouse

street & number 622 Cherry Street

city, town Helena state Arkansas

6. Representation in Existing Surveys

title Helena Survey has this property been determined eligible? ☐ yes ☒ no

date Spring 1985 ☐ federal ☒ state ☐ county ☐ local

depository for survey records Arkansas Historic Preservation Program

city, town Little Rock state Arkansas

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

SUMMARY

The Cherry Street Historic District possesses the best collection of late-nineteenth and early-twentieth century commercial architecture in Phillips County, Arkansas. Dating from 1880 to 1935, the buildings in this district reflect the growth and development of the commercial district in Helena as well as the evolution of building styles, materials, and technology that occurred during this time period.

ELABORATION

The City of Helena was officially designated the seat of Phillips County on November 21, 1829. During the early history of Helena the major area of commercial activity was located in close proximity to the Mississippi River. Much of Helena's commercial architecture was originally located on Water Street, sometimes called Front Row, and Main Street, now called Ohio Street. In 1867 Helena survived a major flood which washed away many of the commercial enterprises on Water Street. A series of floods hastened the movement of substantial commercial enterprises and structures away from the river's edge. A major levee building project which began after the Civil War continued until the 1930's. This levee was constructed along the north side of the downtown along Walker Street and along the river along the east side of Ohio Street which was cut off at York Street. By 1900 Cherry Street had become the major commercial center of Helena. Residences continued to be listed on Water Street until the late 1920's.

Along with the problem of periodic flooding in the downtown area, Helena also suffered a major fire in 1909 which destroyed many of the older structures in the southern section of the downtown.

Ohio Street was an important commercial and residential thoroughfare during the nineteenth century. Currently most of Ohio Street lies vacant within the downtown area with eight structures located within the boundaries of the historic district. Commercial buildings on this street date from 1886 to 1900. They are all of load-bearing brick construction and have similar architectural detailing. Other warehouse and industrial buildings dating from the first quarter of the twentieth century are also located on Ohio as well as on York and Elm Streets. These warehouses and industrial buildings are located in close proximity to the levee and train tracks.

All the extant buildings in the boundaries of this historic district are from the second generation of settlement, and they all have brick cladding. Most of nineteenth century buildings are of load-bearing brick construction with either continuous cast concrete or brick foundations. Balloon and steel framing construction techniques are both found in the district. Unless otherwise noted in the description, the indicated structures are laid out in a standard commercial plan.

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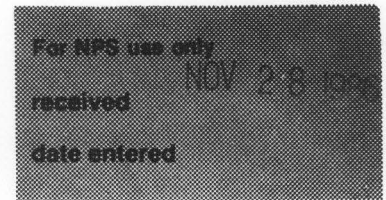
Item number 4

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1. **302 Cherry - Hargraves Solomon Building**
Helena National Bank
302 Cherry Street
Helena, AR 72342
2. **306 Cherry Street**
Mr. D. T. Hargraves, Jr.
312 Cherry Street
Helena, AR 72342
3. **308 Cherry Street**
Mr. D. T. Hargraves, Jr.
312 Cherry Street
Helena, AR 72342
4. **312 Cherry St., Hargraves Insurance Company Building**
Mr. D. T. Hargraves, Jr.
312 Cherry Street
Helena, AR 72342
5. **314 Cherry Street**
Mr. D. T. Hargraves, Jr.
312 Cherry Street
Helena, AR 72342
6. **318 Cherry Street**
Mr. D. T. Hargraves, Jr.
312 Cherry Street
Helena, AR 72342
7. **Nicholas Hotel Building - Cherry & York**
Mr. Sam Brocato
1205 Yorkshire
Helena, AR 72342
8. **329 Cherry Street**
Modell Rexall Drug Store Building
Mr. Thea Epes, Sr. and Ms. Virginia Topp
329 Cherry Street
Helena, AR 72342
9. **325 Cherry Street, Montgomery Ward Building**
Mr. Thea Epes, Sr. and Ms. Virginia Topp
329 Cherry Street
Helena, AR 72342

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10. 323 Cherry Street

Mr. Jerry Kelley
130 Stonebrook
Helena, AR 72342

11. 319 Cherry Street

Mr. James Mayer and Mr. C. E. Mayer
1718 Applewood Road
Baton Rouge, LA 70808

12. 317 Cherry Street

Mr. Harry J. McCarty
Springdale Road
Helena, AR 72342

13. 315 Cherry Street

Gist, et. al.
315 Cherry Street
Helena, AR 72342

14. 305 Cherry Street

Gist, et. al.
315 Cherry Street
Helena, AR 72342

15. 303 Cherry Street

Gist, et. al.
315 Cherry Street
Helena, AR 72342

16. 401-405 Cherry Street

Mr. Gene Davis
401 Cherry Street
Helena, AR 72342

Ms. Maxine Lumpkin
403 Cherry Street
Helena, AR 72342

Ms. Barbara Lyle
405 Cherry Street
Helena, AR 72342

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17. **407 Cherry Street**
Ms. Margie Gradus
3 Avalon Place
Helena, AR 72342
18. **409 Cherry Street**
CIK Properties
409 Cherry Street
Helena, AR 72342
19. **413 Cherry Street**
Solomon Brothers
215 Cherry Street
Helena, AR 72342
20. **417 Cherry Street**
Mr. David Solomon
215 Cherry Street
Helena, AR 72342
21. **419 Cherry Street**
Mr. Richard Hargraves
419 Cherry Street
Helena, AR 72342
22. **421 Cherry Street**
Ms. Sarah Brownlee
421 Cherry Street
Helena, AR 72342
23. **423 Cherry Street**
Mr. George James
423 Cherry Street
Helena, AR 72342
24. **425 Cherry Street**
Mr. O. D. Hendrix
425 Cherry Street
Helena, AR 72342
25. **Cherry Street**
Mr. David Solomon
215 Cherry Street
Helena, AR 72342

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- 26. 429 Cherry Street**
Mr. and Mrs. Earl Wilson
429 Cherry Street
Helena, AR 72342
- 27. 426-430 Cherry Street**
Ms. Billie Thomasen
822 Rightor Street
Helena, AR 72342
- 28. 424 Cherry Street, Malco Theater**
Ms. Rena Tony
Rightor Street
Helena, AR 72342
- 29. 420 Cherry Street**
Mr. Mon Chin
420 Cherry Street
Helena, AR 72342
- 30. 416 Cherry Street**
David Solomon
215 Cherry Street
Helena, AR 72342
- 31. 414 Cherry Street**
Mr. Ed Staten
414 Cherry Street
Helena, AR 72342
- 32. 408-412 Cherry Street**
Mr. Sam Bracato
1205 Yorkshire
Helena, AR 72342
- 33. 507 Cherry Street, Paramount Theatre**
Mr. Otis Howe
507 Cherry Street
Helena, AR 72342
- 34. 509 Cherry Street, Old Bank of Helena Building**
Mr. Sam Elardo
509 Cherry Street
Helena, AR 72342

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- 35. 511-513 Cherry Street, Otasco and Johnson Paint Building**
Mr. Wally Cox and Ms. Marie Cleburne
511-513 Cherry Street
Helena, AR 72342
- 36. 517 Cherry Street, Habib's Cafe Building**
Mr. Mike Taylor
Helena, AR 72342
- 37. 519-523 Cherry Street, Cunningham's Saloon - Helena Billiards**
Mr. Mike Etoch
538 Perry Street
Helena, AR 72342
- 38. 525 Cherry Street, Palace Drug Store**
Mr. Nunzio Messina
1222 Audobon Drive
Helena, AR 72342
- 39. 510 Cherry Street**
Mr. Bill Brandon
First National Bank
Cherry Street
Helena, AR 72342
- 40. Cherry Street - Cleburne Hotel**
Mr. Marty Coco
114 Stonebrook
Helena, AR 72342
- 41. Armour Building, Mulberry Alley**
Mauldin Enterprise
c/o Russ Mauldin
332 Dinan
West Helena, AR 72390
- 42. 421 Ohio Street**
Mrs. T. H. Faulkner
Waverly Wood
Helena, AR 72342
- 43. 502 Ohio Street, Trailways Building**
Mr. Bill Brandon
First National Bank
510 Cherry Street
Helena, AR 72342

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44. 515 Ohio Street, Edwards Plumbing and Heating Company Building

Mr. Harry Edwards
122 Walker Street
Helena, AR 72342

45. 519 Ohio Street, Edwards Sheet Metal Works Building

Ms. Carroll Edwards
743 Highland Street
Helena, AR 72342

46. 521 Ohio Street

Mr. Buddy Corbett
Old Highway West
Helena, AR 72342

47. 523 Ohio Street

Mr. John King
12 Avalon Place
Helena, AR 72342

48. 525-527 Ohio Street

Mr. Marty Coco
114 Stonebrook
Helena, AR 72342

49. 529 Ohio Street, Corbett's Carpet Company Building

Mr. Buddy Corbett
Old Highway West
Helena, AR 72342

50. 211 Porter, Frances Beauty Shop Building

Mr. Buddy Corbett
Old Highway West
Helena, AR 72342

51. 209 Rightor, Southern Hardware

Mr. James McCartey
209 Rightor Street
Helena, AR 72342

52. 430 Rightor, Old Tappan Coal Company Building

Missouri Pacific Railroad
430 Rightor Street
Helena, AR 72342

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53. 202 York Helena Wholesale Inc., Building

Mrs. T. H. Faulkner
Waverly Wood
Helena, AR 72342

54. 315 York

Mr. Gene Davis
401 Cherry Street
Helena, AR 72342

55. 309 York

Mr. Thea Epes Sr., and Ms. Virginia Tapp
329 Cherry
Helena, AR 72342

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The most architecturally significant late nineteenth century buildings occur on Ohio and northern Cherry Street. The buildings located at 523, 519, 525-527 and 529 Ohio are all two-story brick buildings which display storefronts that are either intact or covered over, and their upper level windows are sash windows with decorative arched brick openings. The buildings on this block are in deteriorated condition. On Cherry Street, the most architecturally significant late-nineteenth century buildings are located at 509, 517 and 519-523. These buildings display elaborate second story arched windows. One building in the district displays characteristics of the Queen Anne period. Located at 306 Cherry Street and built in 1880, this building displays two oriel windows projecting from the second story. This upper level is covered in green glazed brick. This building appears to have been moderately damaged in the fire of 1909 which destroyed much of this section of Cherry Street's earlier architecture.

Along Cherry Street the three largest buildings are constructed with steel framing, clad in brick. These buildings, the Cleburne Hotel (1905), the Hargraves-Solomon Building, (1909) and the Nicholas Hotel (1910) are the most architecturally significant structures within the district from this period. They all display elaborate cast stone detailing which contrasts with the red brick exterior.

The Cherry Street Historic District contains examples of commercial adaptations of the Queen Anne, Italianate, Spanish Colonial Revival, Classical Revival, and Art Deco styles as well as vernacular adaptations of nineteenth century and twentieth century commercial architecture. These buildings comprise the best collection of commercial architecture in Phillips County. This district contains fifty-five buildings of which forty-three are considered to contribute to the historical and architectural significance of the district. Bounded on the north by Porter Street, on the east by the levee, on the south by Elm Street, and on the west by the alley between Cherry and Walnut Streets, the Cherry Street Historic District contains the highest concentration of contributing structures left in downtown Helena.

A reconnaissance survey of downtown Helena was completed in the spring of 1985 by Jean Sizemore for the City of Helena and the Phillips County Foundation for Historic Preservation. Evaluation of this collected data as well as on site inspection of the area determined the area with the highest concentration of significant properties to be located along Cherry Street between Porter and the half block south of Elm and along Ohio between Porter and Elm. While the historic boundaries of the Helena commercial and industrial district extended from the Phillips County Courthouse (NR 1977) south to the Helena Depot, the nominated area contains the highest concentration of contributing structures from the late-nineteenth and early-twentieth century located in the downtown area.

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CHERRY STREET-300 BLOCK

1. 302 Cherry Street, Hargraves-Solomon Building, 1880, 1909; Classical Revival; five story, three by eight bays, steel frame construction, brick with limestone detailing, flat roof with decorative parapet, rusticated limestone quoins; building divided vertically into three sections; ground level which displays quoin-work outlining the bays on the first level and a modernized central entry, the central section which consists of the middle three floors of which the central section is treated as a unit displaying a jack arch lintel with exaggerated keystone and voussoirs, 1/1 sash windows in groups of three with a decorative spandrel panel between each level; the other two bays are outlined with limestone quoins with coupled fenestration of 1/1 sash windows with a decorative limestone mullion and jack arch lintel with exaggerated keystone and springers; the uppermost level displays the most decoration with similar window arrangement to the lower levels but with linear limestone detailing between the bays; a limestone belt course separates this section from the upper story; decorative parapet and cornice supported by paired brackets crowns the facade; the south elevation is more simply detailed but carries out similar motifs as the main facade; continuous cast concrete foundation. (C).
2. 306 Cherry Street, 1880, 1907; Nineteenth Century Commercial Vernacular with Queen Anne influences; two story, two bay, load bearing brick construction; flat roof with parapet, new store front; green glazed tile decorates the second story; two oriel windows with 1/1 sashes decorate the second story; grilles appear over each oriel window and the facade is capped with a pressed-metal cornice displaying paired brackets; continuous cast concrete foundation. (C).
3. 308 Cherry Street, 1880, 1907; Twentieth Century Commercial Vernacular; load bearing brick construction, two-story three bay, flat roof with decorative parapet; standard commercial plan, two storefronts with different treatments; fenestration on the upper level consists of three sets of paired 1/1 sash windows with stone sills; decorative brickwork on second level, parapet outlined with stone coping continuous cast concrete foundation. (C).
4. 312 Cherry Street, Hargraves Insurance Company Building, 1900; Nineteenth Century Commercial Vernacular; load bearing brick construction, altered storefront with plate glass window, filled in clerestory space, metal awning over street, metal covering over the second story fenestration; three decorative grilles and a corbeled cornice are visible, continuous cast concrete foundation. (C).
5. 314 Cherry Street, c. 1920; Twentieth Century Commercial Vernacular; load bearing brick construction, one story, three bay, flat roofed; altered storefront, awning hanging over the sidewalk suspended from facade; sign band filled in with vertical wood siding; decorative grilles above sign band, continuous cast concrete foundation. (C).
6. 318 Cherry Street, c. 1900; Twentieth Century Commercial Vernacular; three story, four bay, load bearing brick construction; flat roof with parapet, storefront altered to sill level of second story windows; 1/1 arched sash windows with wooden sills, decorative grilles above, corbeled cornice, continuous cast concrete foundation. (C).

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7. Cherry and York (southeast corner), Nicholas Hotel Building, 1910; Classical Revival style; three story, six bay, steel frame construction; red brick wall material with stone detailing, flat roof with parapet, irregular plan, four altered storefronts along western (facade) elevation; small arched windows occur on the first level of the north elevation, cast stone belt course occurs between the first and second levels; brick pilasters with simple capitals occur between each bay; pilasters support a full entablature which is capped by a pressed-metal cornice with console brackets; cast stone sills extend the full length of each bay, fenestration consists of 1/1 sash windows which occur in paired arrangement on the west elevation and in groupings of four on the north elevation; continuous cast concrete foundation, original projecting portico was removed several years ago. (C).
8. 329 Cherry Street, McRee's Drug Store, 1920; Nineteenth Century Commercial Vernacular, built by John Ike Moore; two story, three bay, load bearing brick construction; flat roof with parapet, altered storefront with canvas awning, stuccoed; three belt courses separate first and second levels, three adjacent 1/1 sash windows with jack arched lintels occur in the central bay of the facade, windows flanked by rectangular brick panels, string course outlines window and brick panel arrangement; three evenly spaced attic vents occur in the otherwise plain parapet area; northern elevation (York Street side) displays eight evenly spaced second story 1/1 sash windows; continuous wood block foundation. (C).
9. 325 Cherry Street, Montgomery Ward Building, c. 1920; Classical Revival with Spanish Baroque influences; two story, three bay, balloon frame construction, blond brick wall fabric; flat roof with parapet, storefront altered to sill level stone belt course of second story; three Chicago window arrangements occur on the second story; brick pilasters separate the bays on the second level and are capped with terra cotta fruit-filled urns; Spanish Baroque-influenced parapet arrangement in three sections with contrasting terra cotta coping; glazed terra cotta inset panels occur in the parapet of the outer bays with the central bay surmounted by a polychrome glazed terra cotta panel with a female figure prominently displayed; continuous cast concrete foundation. (C).
10. 323 Cherry Street, c. 1900; Nineteenth Century Commercial Vernacular; two story, four bay, load bearing brick construction; flat roof with parapet, altered storefront, aluminum sheeting covers transom area, aluminum awning suspended from second level, second story windows have soldier coursed corbeled window hoods, a string course separates the window level from the decorative grilles placed above; decorative recessed panels in parapet, corbeled cornice, continuous cast concrete foundation. (C).
11. 319 Cherry Street, 1900; Nineteenth Century Commercial Vernacular; four story, five bay, load bearing brick construction; flat roof with parapet, original cast iron columns covered but still extant, altered storefront with suspended aluminum awning over sidewalk; string courses occur between levels, all windows on upper levels have sawtooth corbeled jack arch lintels and are boarded up; short second story windows appear to have once opened onto a mezzanine, third and fourth story windows have a wide central window which is twice the width of the four flanking windows on each level; corbeled cornice, undetermined foundation material. (C).

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12. 317 Cherry Street, C. L. Moore Brothers, c. 1895; Nineteenth Century Commercial Vernacular; two story, four bay, load bearing brick construction; flat roof, altered storefront with channeled metal covering the transom area; 1/1 sash windows with jack arched lintels, decorative grilles occur above each sash; sawtooth brick corbeled cornice, continuous wood block foundation. (C).
13. 315 Cherry Street, Wooten-Epes Building, c. 1900; Nineteenth Century Commercial Vernacular; two story, thirteen bay, load bearing brick construction; flat roof with parapet, three individual storefronts, two altered storefronts; central four bays retain its cast iron columns and early first level arrangement; a series of thirteen arched windows define the second story and decorative grilles occur above each window; the northern six windows have been bricked in and the remainder of the windows are boarded up; several rows of decorative corbeling complete the cornice, continuous wood block foundation; originally this building covered the entire half block but southern two sections burned. (C).
14. 305 Cherry Street, c. 1935; Twentieth Century Commercial Vernacular; one story, two bay, blond brick; flat roof, aluminum storefront with plate glass windows and aluminum kickplate; central entry, awning suspended from above transom level, transom area filled in with wood panels; decorative floral medallions on upper level of facade, central foliated cartouche panel; cornice displays shell molding, poured concrete foundation. (C).
15. 303 Cherry Street, c. 1935; Twentieth Century Commercial Vernacular; one story, two bay, blond brick; flat roof, two very large plate glass windows, central entry; kickplate and central pier covered with small, square, brown tiles; upper level covered with beige stucco panels, cornice molding similar to 305 Cherry Street; poured concrete foundation. (NC).

400 BLOCK

16. 401-405 Cherry Street, Cook and Holtzglaw Building, c. 1885; Classical Revival; two story, nine bay, flat roof with parapet, load bearing brick construction; elaborate glazed brick and terra cotta detailing on upper stories, detailed and elaborate pressed tin cornice; first level has three plate-glass storefronts with channeled metal covering the transom area and cast iron column separating the storefronts; window openings are outlined with quoin-work; columns with corinthian capitals separate the bays; sashes have been replaced with metal grating; continuous cast concrete foundation. (C).
17. 407 Cherry Street, c. 1905; Twentieth Century Commercial Vernacular; two story, three bay, load bearing brick construction; flat roof, altered storefront with channeled metal covering the transom area; three arched windows with segmentally arched lintels, 2/2 sash windows, decorative metal grilles above windows; corbeled brick cornice, continuous cast concrete foundation. (C).

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18. 409 Cherry Street, S. H. Kress and Company Building, c. 1905; Twentieth Century Commercial Vernacular with Classical Revival influences; two story, four bay, flat roof with parapet, load bearing brick construction; altered storefront level with metal panels extending to the sill level of the second story; classically influenced facade with a simple brick parapet with cast stone coping; pressed metal cornice displays dentil course; 1/1 sash windows with decorative cast stone panel above, stone sills; brick pilasters with cast stone capitals occur at each end of the building; continuous cast concrete foundation. (C).
19. 413 Cherry Street, C. L. Moore Dry Goods Building, c. 1905; Nineteenth Century Commercial Vernacular; two story, four bay, flat roof, load bearing brick construction; first level altered c. 1930 for jewelry store; metal awning supported from the transom area which is intact; upper level has four 2/2 sash windows with expressed soldier course brick lintels; a string course separates the window level from the next band which is punctuated by decorative grilles placed above each window; the cornice area displays two corbeling patterns; continuous cast concrete foundation. (C).
20. 417 Cherry Street, c. 1905; Nineteenth Century Commercial Vernacular; two story, four bay, flat roof, load bearing brick construction; first level altered with plate-glass windows, a metal awning and the transom area filled in; upper level has four 2/2 sash windows with expressed soldier course brick lintels; a string course separates the window level from the next band which is punctuated by decorative grilles placed above each window; the cornice area displays two corbelling patterns; continuous cast concrete foundation. Built at the same time as 413 Cherry Street. (C).
21. 419 Cherry Street, c. 1900; Twentieth Century Commercial Vernacular; two story, three bay, flat roof, load-bearing brick construction; red aluminum panels and new plate glass windows line this storefront; upper level displays three centered 1/1 casement windows with shutters; new upper level facade, continuous cast concrete foundation. (NC).
22. 421 Cherry Street, c. 1905; Nineteenth Century Commercial Vernacular; two story, three bay, flat roof with parapet, load bearing brick construction; red aluminum panels and plate glass windows on first floor, metal awning suspended from above transom area; upper level displays three arched windows with segmentally arched lintels which are boarded up; string courses appear at the mid-window level and above and below the level of the three circular attic vents with decorative grilles; the cornice has a centrally arched parapet with dentiled and corbeled brick courses outlining the coping; continuous brick foundation. (C).
23. 423 Cherry Street, c. 1900; Nineteenth Century Commercial Vernacular, two story, three bay, flat roof, balloon frame construction and clad in brick; altered first level displays new brick and glass storefront with metal panels which extend to the sill line of the second story windows; rectangular windows boarded up, string course occurs below three arched decorative grilles; corbeled cornice crowns the structure, upper level has been stuccoed; continuous cast concrete foundation. (NC).

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24. 425 Cherry Street, Hendrix Shoe Store Building, c. 1910; Twentieth Century Commercial Vernacular; two story, two bay, flat roof, load bearing brick construction; altered first level displays a new plate-glass storefront with large aluminum panels above from which an aluminum awning is suspended; upper level has two segmentally arched windows; string courses outline the band which displays the two arched decorative grilles; crowned by a corbeled cornice, continuous cast concrete foundation. (C).
25. 427 Cherry Street, 1900; Nineteenth Century Commercial Vernacular; altered storefront with large plate glass windows; upper level sheathed in vented aluminum paneling. (NC).
26. 429 Cherry Street, Interstate Bank Building, 1900; Nineteenth Century Commercial Vernacular; two story, three bay, load bearing brick construction; flat roof with parapet, first level displays new storefront but also retains cast iron columns inside the front corner; upper level displays segmentally arched windows, string courses outline the band containing the three arched decorative grilles, corbeled cornice crowns the facade; continuous brick foundation. (C).

400 BLOCK EAST

27. 426-430 Cherry Street, c. 1940; Twentieth Century Commercial Vernacular; one story, four bay, blond brick flat roof; two of three storefronts altered, southern-most bay retains original transom area and central entry; decorative brick attic vents, soldier course at parapet, capped with cast concrete coping; poured concrete foundation. (NC).
28. 424 Cherry Street, Malco Theatre, c. 1945; Mid-Twentieth Century Vernacular Theater; two story, three bay, blond brick, flat roof; first level covered with rectangular cranberry colored tiles; original marquee, doors with 1/2 elliptical-shaped windows; second story displays a pair of three paned casement windows; top is capped with banded cast stone, poured concrete foundation. (NC).
29. 420 Cherry Street, c. 1935; Twentieth Century Commercial Vernacular; two story, two bay, flat roof; original storefront with show windows and recessed entry retained; black tile kickplate, new canvas awning, two pair of coupled 1/1 sash windows at upper level, cast stone sills at cornice level. (C).
30. 416 Cherry Street, c. 1935; Twentieth Century Commercial Vernacular; two story, two bay, load bearing brick construction; flat roof with parapet, storefront altered c. 1960; 12 pane metal casement windows in upper level, decorative grilles, attic vents, barrel tile coping; poured concrete foundation. (NC).
31. 414 Cherry Street, c. 1935; Twentieth Century Commercial Vernacular; one story, two bay, blond brick; flat roof with parapet, storefront has large plate glass windows, central doorway, no windows on upper level of facade, simple brick detailing, concrete coping, poured concrete foundation. (NC).

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32. 408-412 Cherry Street, 1900; Nineteenth Century Commercial Vernacular; two story, fifteen bay, flat roof with parapet, load bearing brick construction; three altered storefronts with plate glass windows; transom areas covered with channeled metal panels, upper story arched windows are capped with expressed brick window hoods, sashes boarded up, decorative grilles occur above each window; elaborate corbeled cornice with dentil and soldier courses surmount the facade; the three sections of the building are expressed at the roof line by corbeled brackets in the cornice, continuous cast concrete foundation. (C).

500 BLOCK

33. 507 Cherry Street, Paramount Theatre, c. 1930; Spanish Colonial Revival; two story, five bay, flat roof with parapet, steel frame construction with blond brick exterior walls; altered first level, central three bays project slightly from the upper level; fenestration displays a central three-light fixed window with a decorative metal grille and a cast stone sill, cartouche rests on a cast stone belt course above the central window; each recessed bay displays a single rectangular window with no ornamentation; the parapet area displays decorative poly-chrome tile work and is crowned with decorative ceramic tile coping; continuous brick foundation. (C).
34. 509 Cherry Street, Bank of Helena Building, c. 1879; Italianate; two story, four bay, flat roof, load bearing brick construction; altered storefront level, string course separates first and second levels, belt course forms the sill level of the second story window; fenestration consists of four arched windows with soldier-coursed arched window hoods, 4/4 sash windows with decorative arched muntins in the upper sash with a circular light between the arched lights; belt course occurs beneath a pressed metal cornice which displays paired brackets and dentil course, elliptical grilles occur between the paired brackets; continuous brick foundation, original teller cage retained. (C).
35. 511-513 Cherry Street, Otasco and Johnson Paint Co. Building, 1896; Nineteenth Century Commercial Vernacular with Italianate influences; two story, ten bay, flat roof with parapet, load bearing brick construction; three altered storefronts with several cast iron columns retained; transom area covered on all three storefronts; upper level fenestration consists of ten segmentally-arched windows with soldier coursed sills and arched brick window hoods; sashes covered with metal paneling; pressed metal cornice with paired console brackets occurs across the entire facade; entry to the second level is flanked by cast iron columns on the first level and expressed by a pediment with an ocular window and semi-circular hood at the cornice level; decorative grilles occur above each window and between the paired cornice brackets which rests upon a cast stone belt course; continuous cast concrete foundation. (C).
36. 517 Cherry Street, Habib's Cafe Building, 1880; Italianate Commercial; two story, six bay, flat roof, balloon frame construction with brick exterior walls; storefronts retain many original features including windows, cast iron columns and transom areas; bonnet awnings occur over each bay on the first level; the fenestration consists of six narrow arched windows with arched brick lintels; five windows have 1/1 light pattern and the northern-most window has been bricked in with its lintel still visible; a belt course occurs between the second level and the cornice area; a pressed-metal cornice with brackets with drop pendants occur across the facade; decorative grilles alternate between the bracket pairs; continuous cast concrete foundation. (C).

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37. 519-523 Cherry Street, Cunningham's Saloon-Helena Billiards, c. 1900; Nineteenth Century Commercial Vernacular with Italianate influence; two story, five bay, flat roof with parapet, load bearing brick construction; two storefronts with one altered c. 1940 with large plate glass windows and an aluminum suspended awning and the other c. 1975 with a multi-colored brick facade and a curved canvas awning; a dentil course occurs between the storefront and second levels; the second level displays five arched windows with arched brick lintels; the pressed-metal cornice displays paired pressed-metal brackets alternating with decorative grilles across the facade; continuous cast concrete foundation. (C).
38. 525 Cherry Street, Palace Drug Store, 1907; Former Queen Anne Commercial building; two story, two bay, load bearing brick construction; neo-mansard roof, stuccoed, completely remodeled, employing board and batten on the first level and stucco and half timbering on the upper level. (NC).
39. 510 Cherry Street, First National Bank of Helena, c. 1960; Late Art Deco/Moderne; one story, three bay, flat roof, black and white polished marble facade material; main entry in central bay, auxiliary entry in northern bay, drive-in banking facility attached to northern elevation, fixed plate glass windows, poured concrete foundation. (NC).
40. 530 Cherry Street, Cleburne Hotel, 1905; Twentieth Century Vernacular with Colonial Revival influences; three story, rectangular plan; ten bay west elevation with the three central bays recessed; flat roof with parapet, steel frame construction with brick exterior walls; wooden one story Colonial Revival porch with paired tuscan columns project from the recessed area; altered storefronts retain their original configuration and have clerestory space filled in with wood paneling; upper level displays rectangular windows which have been boarded up; jack arch lintels display decorative granite keystones and springers; an oriel window projects from the central bay of the recessed section of the second story which is capped by a simple balustrade to the one which outlines the upper section of the porch; a cast stone belt course occurs between the second level and the cornice area; the cornice is detailed with projecting brick detailing and is capped with corbeled bands; continuous concrete block foundation. (C).

OHIO STREET

41. Mulberry Alley, Armour Building, 1923; Twentieth Century Industrial Vernacular; two story, steel frame construction with blond brick wall material; flat roof with stepped parapet, irregularly shaped plan; south (facade) and east elevations retain original loading dock configuration on the first level which is adjacent to the railroad tracks along the levee; upper level projects over driveways and entrances to the edge of the loading dock which is supported by large concrete piers; windows are 1/1 sash windows with decorative cast stone sills arranged around the upper level in groupings of four; the south, east and the southern bay of the west elevation display decorative corbeling at the cornice level; the stepped parapet at the south elevation displays cast concrete coping; continuous cast concrete foundation; this structure was damaged by fire in April, 1986 but still retains sufficient integrity to be considered a contributing structure. (C).

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42. 421 Ohio Street, c. 1940; Twentieth Century Industrial Vernacular; two story, six bay, flat roof, load bearing brick construction; first level has four fixed, rolled metal, sixteen paned, windows; all windows have soldier coursed sills; barrel tile coping at roofline, poured concrete foundation. (NC).
43. 502 Ohio Street, Trailways Building, 1886; Nineteenth Century Vernacular Commercial; one story, load bearing brick construction, standard commercial plan; flat roof, intact cast iron storefront with columns and outlined in brick; stationary storefront windows; southern elevation displays fixed sash ocular windows; continuous concrete block foundation. Early photographs indicate this building was originally two stories. (C).
44. 515 Ohio Street, Edwards Plumbing and Heating Co. Building, c. 1900; Twentieth Century Commercial Vernacular; one story, load bearing brick construction, standard commercial plan; flat roof, slender cast iron columns flank entry, decorative capitals, stationary plate glass windows, continuous cast concrete foundation. (C).
45. 519 Ohio Street, Edwards Sheet Metal Works Building, c. 1900; Twentieth Century Commercial Vernacular; two story, three bay, load bearing brick construction, standard commercial plan, flat roof; early storefront intact with simple cast iron columns; transom lights, door and fixed plate glass windows; three long windows with jack arched windows, sashes covered with plywood; corbeled cornice, decorative grilles and two string courses above fenestration; continuous cast concrete foundation. (C).
46. 521 Ohio Street, c. 1900; Twentieth Century Vernacular; one story, load bearing brick construction; two cast iron columns; most of original facade replaced with multi-colored brick; new entry cut into facade; continuous cast concrete foundation. (NC).
47. 523 Ohio Street, c. 1898; Nineteenth Century Vernacular Commercial; two story, three bay, load bearing brick construction; standard commercial plan, flat roof; simple cast iron columns in storefront but windows filled in with various materials; three arched window openings with corbeled lintels and sashes removed; three cast iron grilles and a string course occur above the windows, the facade is capped with a corbeled brick cornice; continuous cast concrete foundation. (C).
48. 525-527 Ohio Street, 1895; Nineteenth Century Commercial Vernacular with Italianate influences; two story, seven bay, load bearing brick construction; standard commercial plan, flat roof; original cast iron columns remain in northern four bays of storefront; dentil string course separates the two stories; tall arched windows on second story with arched sashes in deteriorated condition; arched decorative vents, pressed metal cornice with large brackets, continuous cast concrete foundation; interior gutted by fire. (C).

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Continuation sheet Cherry Street Historic District Item number 7 Page 11

49. 529 Ohio Street, Corbett's Carpet Company Building, 1890; Commercial Classical Revival; two story, four bay, load bearing brick construction; flat roof with decoratively corbeled parapet; cast iron square-paneled columns with deteriorating decorative capitals; arched brick window hoods, triple hung windows in various stages of deterioration; decorative vents above windows; corbeled belt courses separate storefront and second story; continuous cast concrete foundation. (C).

PORTER

50. 211 Porter, Frances' Beauty Shop Building, c. 1915; Twentieth Century Commercial Vernacular; one story, load bearing brick construction, flat roof with parapet; three bay, intact storefront with transom lights, entry and plate glass windows extant; four small casement windows occur on the alley facade; simple brick detailing in parapet, continuous cast concrete foundation. (C).

RIGHTOR

51. 209 Rightor, Southern Hardware, c. 1920; Twentieth Century Industrial Vernacular; three story, steel frame construction, red brick laid in common bond; flat roof with parapet, seven by eight bays; square multi-paned industrial metal windows, regular fenestration, continuous cast concrete foundation; channeled metal water tower on roof. (C).
52. 430 Rightor, Old Tappan Coal Company Building, 1910; Twentieth Century Commercial Vernacular, built for Major James Tappan; one story, double-pen, load bearing brick construction; rear T-shaped concrete block addition; hip roof, wraparound porch with porte cochere, interior central brick chimney, 1/1 sash windows; continuous brick foundation. (C).

YORK

53. 202 York, Helena Wholesale Inc. Building, c. 1907; Twentieth Century Industrial Vernacular; two story, seven bay, steel frame construction; red brick, flat roof with parapet, rear shed addition; metal cornice above a plain frieze; metal extends to form simple window hoods, groupings of three or four 1/1 sash windows on second story of each bay; loading docks on south (facade) and east elevations; continuous cast concrete foundation. (C).
54. 308 York, c. 1910; Twentieth Century Commercial Vernacular; one story, four bay, load bearing brick construction; blond brick, flat roof with ceramic barrel tile coping; two entries, transom lights and clerestory windows visible, plate glass windows boarded up; continuous cast concrete foundation. (C).
55. 315 York, c. 1920; Classical Revival influence, built by John Ike Moore; two story, load bearing brick construction; blond brick, three bay, flat roof with decorative terra cotta coping and fruit filled urns at the corners; clerestory space covered in channeled aluminum, mid-twentieth century storefront; second story window arrangement consists of a central grouping of three fixed pane windows with transom lights which is flanked by 1/1 sash windows; continuous cast concrete foundation. (C).

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National Park Service

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A 15/721510/3823130

B 15/721725/3823145

C 15/721730/3822960

D 15/721730/3822960

E 15/721510/3822785

PORTER

RIGHTOR

YORK

ELM

CHERRY

Mulberry Alley

OHIO

Contributing

Non-contributing

N

HELENA-CHERRY STREET HISTORIC DISTRICT

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

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CHERRY STREET HISTORIC DISTRICT

Helena, Phillips County

ADDRESS

1. C 302 Cherry Street
2. C 306 Cherry Street
3. C 308 Cherry Street
4. C 312 Cherry Street
5. C 314 Cherry Street
6. C 318 Cherry Street
7. C Southeast corner of Cherry & York
8. C 329 Cherry Street
9. C 325 Cherry Street
10. C 323 Cherry Street
11. C 319 Cherry Street
12. C 317 Cherry Street
13. C 315 Cherry Street
14. C 305 Cherry Street
15. NC 303 Cherry Street

16. C 401-405 Cherry Street
17. C 407 Cherry Street
18. C 409 Cherry Street
19. C 413 Cherry Street
20. C 417 Cherry Street
21. NC 419 Cherry Street
22. C 421 Cherry Street
23. NC 423 Cherry Street
24. C 425 Cherry Street
25. NC 427 Cherry Street
26. C 429 Cherry Street
27. NC 426-430 Cherry Street
28. NC 424 Cherry Street
29. C 420 Cherry Street
30. NC 416 Cherry Street
31. NC 414 Cherry Street
32. C 408-412 Cherry Street
33. C 507 Cherry Street
34. C 509 Cherry Street
35. C 511-513 Cherry Street
36. C 517 Cherry Street
37. C 519-523 Cherry Street

38. NC 525 Cherry Street
39. NC 510 Cherry Street
40. C 530 Cherry Street

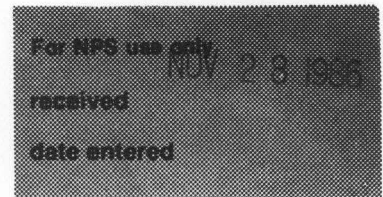
LIST OF PROPERTIES

HISTORIC OR COMMON NAME/DATE

- Hargraves-Solomon Building/1909
1880, 1909
1880, 1909
Hargraves Insurance Co. Bldg/1900
c. 1920
C. 1900
Nicholas Hotel Building/1910
McRee's Drug Store
Montgomery Ward Bldg./c. 1920
c. 1900
1900
L. Moore Brothers Building/c. 1895
Wooten-Epes Building, 1900
c. 1935
c. 1935
- Cook and Holtzglaw Bldg./c. 1885
c. 1905
S. H. Kress Building/c. 1905
C. L. Moore Dry Goods Co. Bldg./c. 1905
c. 1905
c. 1900
c. 1905
C. 1900
c. 1910
c. 1900
Interstate Bank Building/1900
c. 1940
Malco Theatre/c. 1940
c. 1935
c. 1935
c. 1935
1900
Paramount Theatre/c. 1930
Bank of Helena Bldg./c. 1879
Otasco & Johnson Paint Co./1896
Habib's Cafe/1880
Cunningham's Saloon-Helena Billiards
Building
Palace Drug Store/1907
First National Bank of Helena
Cleburne Hotel/1905

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
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Continuation sheet Cherry Street Historic District Item number 7

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#	ADDRESS	HISTORIC OR COMMON NAME/DATE
41. C	Mulberry Alley	Armour Building
42. NC	421 Ohio Street	c. 1940
43. C	502 Ohio Street	Trailways Building/1886
44. C	515 Ohio Street	Edward's Plumbing & Heating Co., Bldg./ c. 1900
45. C	519 Ohio Street	Edward's Sheet Metal Works Bldg./c. 1900
46. NC	521 Ohio Street	c. 1900
47. C	523 Ohio Street	c. 1896
48. C	525-527 Ohio Street	1895
49. C	529 Ohio Street	Corbett's Carpet Company Bldg./1890
50. C	211 Porter Street	Frances' Beauty Shop Bldg./c. 1915
51. C	209 Rightor Street	Southern Hardware Bldg./c. 1920
52. C	430 Rightor Street	Tappan Coal Co. Building/1910
53. C	202 York Street	Helena Wholesale Bldg./c. 1907
54. C	308 York Street	c. 1910
55. C	315 York Street	c. 1920

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/
<input type="checkbox"/> 1700–1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input checked="" type="checkbox"/> 1800–1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900–	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates 1879–1935 **Builder/Architect** Multiple

Statement of Significance (in one paragraph)

SUMMARY

The Cherry Street Historic District is being nominated under National Register criteria A and C for its importance to the architectural and commercial development of Helena, seat of Phillips County, Arkansas. Located between the Phillips County Courthouse (NR 1977) to the north and the Helena Depot to the south, this area contains the second location of commercial development which began to emerge after establishments began moving away from the edge of the Mississippi River. As a collection, the buildings in the Cherry Street Historic District represent a fine collection of late-nineteenth and early-twentieth century commercial architectural styles which were popular in towns of this size throughout the Mid-South region. This district contains fifty-five buildings of which forty-three contribute to the architectural and historical significance of the Cherry Street Historic District.

ELABORATION

Established as the seat of Phillips County in 1829, Helena has been historically known as the only port in Arkansas. The geographical location of this city provided Helena with several advantages. Traffic from the Mississippi River was not the only means of transporting produce and passengers available in this city. Two railroad companies utilized Helena as a major link in east-west travel to bypass the high railroad car switching fees incurred in Memphis. As a regional hub of both Mississippi River and railroad traffic, and the seat of local government and industry, Helena prospered throughout the late-nineteenth and early-twentieth centuries. Buildings within the Cherry Street Historic District date from this period of prosperity, 1880–1935.

Originally the downtown area was located primarily along the riverfront but flooding and the construction of a levee system moved the center of activity to Cherry Street. The pre-Civil War commercial district of Helena was located along Water Street (non-extant) and Main Street (now Ohio Street). Flooding in 1867 washed away many buildings along Water Street and plans were made to begin a large-scale levee building program to protect the housing and businesses from flooding. The present configuration of the levee in downtown Helena was completed in the 1930s. Cherry Street became the center of commercial activity c. 1880 when businesses began locating away from the water and this is the period from which the earliest buildings in the district date. Industrial and warehouse-type buildings located along the levee for the proximity to the railroad tracks which ran along it. These buildings date from c. 1920 to 1940.

The architecture of the buildings which line Cherry Street is representative of small-town commercial areas in Arkansas around the turn of the century. Located at 302 Cherry Street, the Hargraves-Solomon Building is a five story, elaborately detailed Classical Revival building which utilized steel frame construction. It served as an office building until 1941 when it was acquired by the Bank of Helena.

9. Major Bibliographical References

City Directories. Helena, Arkansas. 1900, 1909, 1923/24, 1935/36, 1955.

DeMan, George E. N., ed. HELENA: THE RIDGE, THE RIVER, THE ROMANCE. Pioneer Press: Little Rock, 1978.

10. Geographical Data

Acreage of nominated property between 17 and 18 acres

Quadrangle name Helena, Arkansas

Quadrangle scale 1:24,000

UTM References

A

16	7	2	1	5	1	0	3	8	2	3	1	3	0
Zone	Easting			Northing									

B

15	7	2	1	7	2	5	3	8	2	3	1	4	5
Zone	Easting			Northing									

C

15	7	2	1	7	3	0	3	8	2	2	9	6	0
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D

15	7	2	1	7	3	0	3	8	2	2	9	6	0
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E

15	7	2	1	5	1	0	3	8	2	2	7	8	5
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F

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Verbal boundary description and justification

The Cherry Street Historic District is bounded on the north by Porter Street, on the east by the levee, on the south by Elm Street and on the west by the alley between Walnut and Cherry Streets. This boundary contains 55 buildings of which 43 contribute to the

List all states and counties for properties overlapping state or county boundaries

state N/A code N/A county N/A code N/A

state N/A code N/A county N/A code N/A

11. Form Prepared By

name/title Robin Bodo, Historic Preservation Consultant

organization For Main Street Helena

date August 1986

street & number 276 N. Garland

telephone (901) 278-3102

city or town Memphis

state Tennessee - 38104

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

☐ national ☐ state ☒ local

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.

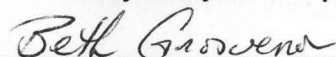
State Historic Preservation Officer signature 

title State Historic Preservation Officer

date 11/21/86

For NPS use only

I hereby certify that this property is included in the National Register



date 8/17/87

Keeper of the National Register

Attest:

date

Chief of Registration

**United States Department of the Interior
National Park Service**

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NDV 2.8 1986

Continuation sheet Cherry Street Historic District Item number 8

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The building located at 301-315 Cherry Street is historically known as the Wooten-Epes Building. Built c. 1900 this building housed a hardware store and grocery. The Montgomery Ward Company opened a store at 325 Cherry Street in 1920. Originally built for the Wooten and Smith Wholesale Grocery Company, this building displays the most elaborate poly-chrome terra cotta facade of this period in Helena. A central panel in the parapet depicts a woman standing on a globe and fruit-filled urns rest on the tops of the four pilasters. The Hook and Holtzglaw Dry Goods and Notions Company building, located at 401-405 Cherry Street, displays an elaborate pressed-tin facade. This building was built c. 1880 and its detailing is architecturally based, utilizing decorative quoin-work and many repeating shapes in its cornice. The earliest extant theatre building in the district is the Paramount Theatre, located at 507 Cherry Street. Now used as an insurance company office, this theatre building was constructed c. 1930 with some Spanish Colonial Revival detailing. The oldest extant structure in the district is located in the 500 block of Cherry Street. The old Bank of Helena Building was built in 1879 and retains its second floor fenestration with its arched brick lintels and decorative muntins. Although the first level is completely altered and the building is now used as a clothing store, the original teller cage remains inside. Other buildings in this block date from the 1880s through 1900 and these buildings are the best-preserved buildings from this period in the district. Built in 1896, the Otasco and Johnson Paint Company Building displays the long segmentally arched windows which characterize this entire block. The Habib's Cafe Building, located at 517 Cherry Street, is a fine example of Victorian Italianate Commercial architecture. This restaurant was established by a Syrian immigrant, Habib Etoch, in 1888. The cafe operated almost continuously until 1984. The building was restored to the period in 1981. The Cunningham's Saloon/Helena Billiards Building at 519-523 Cherry Street was built c. 1900 and retains most of its upper level fenestration, which completes the rhythm of the block.

Buildings located on Ohio, York and Rightor Streets were oriented toward industrial and warehouse uses due to the proximity of the railroad tracks. The Armour Building (1923) at 315 Ohio, the Helena Wholesale Building (c. 1907) at 202 York and the Tappan Coal Company Building (1910) at 430 Rightor are examples of this trend.

The Cherry Street Historic District, as well as the downtown area in general, has experienced decline in the last few decades. Buildings which have suffered the most deterioration in the district are the vacant properties in the 500 block of Ohio Street. Buildings along Cherry Street have for the most part remained occupied but have suffered alterations to the storefronts. Most of the buildings retain their original upper story configurations. Through the efforts of the Main Street Helena organization, new activity has been generated downtown which can only benefit the building stock.

9. Major Bibliographical References

City Directories. Helena, Arkansas. 1900, 1909, 1923/24, 1935/36, 1955.

DeMan, George E. N., ed. HELENA: THE RIDGE, THE RIVER, THE ROMANCE. Pioneer Press: Little Rock, 1978.

10. Geographical Data

Acree of nominated property between 17 and 18 acres

Quadrangle name Helena, Arkansas

Quadrangle scale 1:24,000

UTM References

A 16 7 2 1 5 1 0 3 8 2 3 1 3 0
Zone Easting Northing

B 1 5 7 2 1 7 2 5 3 8 2 3 1 4 5
Zone Easting Northing

C 1 5 7 2 1 7 3 0 3 8 2 2 9 6 0

D 1 5 7 2 1 7 3 0 3 8 2 2 9 6 0

E 1 5 7 2 1 5 1 0 3 8 2 2 7 8 5

F

G

H

Verbal boundary description and justification

The Cherry Street Historic District is bounded on the north by Porter Street, on the east by the levee, on the south by Elm Street and on the west by the alley between Walnut and Cherry Streets. This boundary contains 55 buildings of which 42 contribute to the

List all states and counties for properties overlapping state or county boundaries

state N/A code N/A county N/A code N/A

state N/A code N/A county N/A code N/A

11. Form Prepared By

name/title Robin Bodo, Historic Preservation Consultant

organization For Main Street Helena

date August 1986

street & number 276 N. Garland

telephone (901) 278-3102

city or town Memphis

state Tennessee - 38104

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

 national state X local

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 

title State Historic Preservation Officer

date 11/26/86

For NPS use only

I hereby certify that this property is included in the National Register

date

Keeper of the National Register

Attest:

date

Chief of Registration

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
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National Park Service**

**National Register of Historic Places
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Page 2

VERBAL BOUNDARY

significance of the district. This boundary represents the highest concentration of nineteenth and twentieth century commercial buildings in Helena which retain their historical and architectural significance.

8600 3546

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Cherry Street Historic District
Phillips County
ARKANSAS

Substantive Review

Working No. NOV 28 1986
Fed. Reg. Date: _____
Date Due: 12/26/86 - 1/12/87
Action: ACCEPT
RETURN 1-12-87
REJECT
Federal Agency: _____

- ☐ resubmission
- ☐ nomination by person or local government
- ☐ owner objection
- ☐ appeal

Substantive Review: ☐ sample ☐ request ☐ appeal ☒ NR decision

Reviewer's comments:

Please see attached sheet.

Recom./Criteria Return
Reviewer Bruce Noble
Discipline Historian
Date 2/12/87
_____ see continuation sheet

Nomination returned for: _____ technical corrections cited below
X substantive reasons discussed below

1. Name

2. Location

3. Classification

Category	Ownership	Status	Present Use
	Public Acquisition	Accessible	

4. Owner of Property

5. Location of Legal Description

6. Representation in Existing Surveys

Has this property been determined eligible? ☐ yes ☐ no

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

- ☐ summary paragraph
- ☐ completeness
- ☐ clarity
- ☐ alterations/integrity
- ☐ dates
- ☐ boundary selection

8. Significance

Period Areas of Significance—Check and justify below

Specific dates

Builder/Architect

Statement of Significance (*in one paragraph*)

- ☐ summary paragraph
- ☐ completeness
- ☐ clarity
- ☐ applicable criteria
- ☐ justification of areas checked
- ☐ relating significance to the resource
- ☐ context
- ☐ relationship of integrity to significance
- ☐ justification of exception
- ☐ other

9. Major Bibliographical References

10. Geographical Data

Acreage of nominated property _____

Quadrangle name _____

UTM References _____

Verbal boundary description and justification _____

11. Form Prepared By

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

____ national ____ state ____ local

State Historic Preservation Officer signature

title

date

13. Other

- ☐ Maps
- ☐ Photographs
- ☐ Other

Questions concerning this nomination may be directed to

Bruce Noble (202) 343-9547

Signed

B.H. Governor

Date

1/12/87

Phone: _____

Cherry Street Historic District

Reviewer's Comments:

Several problems have been identified within the Cherry Street Historic District nomination. The most serious problem involves the number of contributing historic properties in the district. The verbal boundary description mentions 42 contributing resources while the text of both the description and the significance sections list 44. A count of 42 is reached by adding up the number of contributing properties listed on pages 3 through 11 of the description section, while the list on pages 13 and 14 of the same section includes 45 contributing elements. The nomination should be edited so that the number of contributing resources is the same in all places.

The significance section of the nomination needs revising with an eye on improving clarity. For example, one paragraph begins with the sentence, "The economy of Phillips County has been historically based on agriculture and as the county seat Helena provided a range of goods and services for its residents and visitors." The next sentence proceeds with an architectural description of the Hargraves-Solomon Building without making any connection with the local economy of Helena or the town's role as county seat. Either some information has been omitted or something needs to be done to clarify the basic point being made in that paragraph.

Several cases were identified where the photograph labeling was unclear. Using the list of properties included on pages 13 and 14 of section 7 as a reference point, it appears that the labeling on properties #39 and #40 was reversed. The same is true for properties #54 and #55. The list states that property #34 is located at 409 Cherry Street while the address on the back of the photograph reads 509 Cherry Street. (Presumably the photograph is labeled correctly because the address of property #18 also reads 409 Cherry Street on the list.) Also, properties #29 and #30 are included in one photograph, but it is not possible to determine which property is which. This is a problem because one property is listed as contributing while the other is non-contributing. The identical problem exists for properties #14 and #15. The final labeling problem involves properties #5 and #6. The label on the reverse side of each photograph reads 318 Cherry Street. The label attached to photograph #5 should undoubtedly read 314 Cherry Street, as it does on the list. While these photograph labeling problems are not the primary reason the nomination is being returned, proper labeling will greatly enhance the nomination's clarity--particularly in regard to determining which properties are contributing and which are non-contributing.

Finally, please reassess the decision to assign contributing status to property #23. The photographs indicate that this property might more appropriately be labeled non-contributing.

CODING PROBLEM SHEET

State Name AR County Name Phillips Resource Name Cherry St. Hist Dist
 Reference No. 8600 Multiple Name _____
 Certification Date _____

Problem Field:

<input type="checkbox"/> Owner	<input type="checkbox"/> Applicable Criteria	<input type="checkbox"/> Cultural Affiliation
<input type="checkbox"/> Resource Type	<input type="checkbox"/> Criteria Considerations	<input type="checkbox"/> Architectural Style
<input checked="" type="checkbox"/> No. Contrib./Non-Contrib. Resources	<input type="checkbox"/> Area of Significance	<input type="checkbox"/> Construction Materials
<input type="checkbox"/> Historic Function/Historic Sub-function	<input type="checkbox"/> Period of Significance	<input type="checkbox"/> Acreage
<input type="checkbox"/> Current Function/Current Sub-function	<input type="checkbox"/> Architect/Builder/Engineer	<input type="checkbox"/> UTM Coordinates
<input type="checkbox"/> Level of Significance	<input type="checkbox"/> FR Level Information	<input type="checkbox"/> Other

Solution:

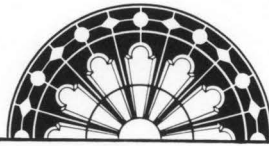
Returned for reason listed below. Problem resolved in resubmission.

Coding Problem Team: _____ Date: _____ NR Staff: Noble _____ Date: 8/14/87

Data Collector's Explanation of Problem:

The text lists 44 contrib and the inventory lists
45 contrib.

Data Collector: J. McPherson Today's Date 12/4/86 D.B. Corrected _____ Date _____



ARKANSAS
HISTORIC
PRESERVATION
PROGRAM

November 21, 1986

Carol D. Shull
Chief of Registration
United States Department of the Interior
National Register of Historic Places
National Park Service
1100 "L" Street, N. W.
Washington, D. C. 20240

Re: Cherry Street Historic District
Helena, Phillips County

Dear Carol:

We are enclosing for your review the nomination for the Cherry Street Historic District. The Arkansas Historic Preservation Program has complied with all applicable nominating procedures and notification requirements in the nomination process.

Thank you for your consideration in this matter.

Sincerely,

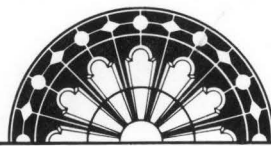
Wilson Stiles
State Historic Preservation Officer

WS/TJ/do

Enclosure/s

NOV 28 1986





ARKANSAS
HISTORIC
PRESERVATION
PROGRAM

July 13, 1987

Ms. Carol D. Shull
Chief of Registration
U.S. Department of the Interior
National Register of Historic Places
National Park Service
1100 "L" Street, NW
Washington, DC 20240

RE: Cherry Street Historic District
Helena, Phillips County

Dear Carol:

We are enclosing for your review the nomination for the Cherry Street Historic District, which was returned to us for technical substantive corrections. We have reconciled the discrepancies in labelling and addressed the problems in the significance.

Thank you for your consideration in this matter.

Sincerely,

Wilson Stiles

Wilson Stiles *TJ*
State Historic Preservation Officer

WS/TJ/dr

Enclosures



JUL 16 1987

WASO Form - 177
("R" June 1984)UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICENATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEETCherry Street Historic District
Phillips County
ARKANSAS

Substantive Review

Working No. 11-28-86
Fed. Reg. Date: 2/2/88
Date Due: 8/30/87
Action: ACCEPT 8-17-87
RETURN
REJECT
Federal Agency: _____

- ☒
- resubmission
-
- ☐
- nomination by person or local government
-
- ☐
- owner objection
-
- ☐
- appeal

Substantive Review: ☐ sample ☐ request ☐ appeal ☒ NR decisionReviewer's comments: This district is significant
under criteria A & C because of its importance to the
architectural and commercial development of Helena.
The district contains a fine collection of various
commercial style buildings constructed between 1879 and 1935.
The district experienced commercial prosperity during this
period as it developed into the transportation
center of the county. The counting and photo
labeling discrepancies identified in the earlier
return comments have been resolved.
Recom./Criteria Accept-A & C
Reviewer Noble
Discipline Historian
Date 8/14/87
_____ see continuation sheetNomination returned for: _____ technical corrections cited below
_____ substantive reasons discussed below

1. Name

2. Location

3. Classification

Category	Ownership	Status	Present Use
	Public Acquisition	Accessible	

4. Owner of Property

5. Location of Legal Description

6. Representation in Existing Surveys

Has this property been determined eligible? ☐ yes ☐ no

7. Description

Condition	Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input type="checkbox"/> moved
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed	date _____
	<input type="checkbox"/> unaltered	
	<input type="checkbox"/> altered	

Describe the present and original (if known) physical appearance

- ☐
- summary paragraph
-
- ☐
- completeness
-
- ☐
- clarity
-
- ☐
- alterations/integrity
-
- ☐
- dates
-
- ☐
- boundary selection

8. Significance

Period _____ Areas of Significance—Check and justify below

Specific dates _____ Builder/Architect _____

Statement of Significance (*in one paragraph*)

- ☐ summary paragraph
- ☐ completeness
- ☐ clarity
- ☐ applicable criteria
- ☐ justification of areas checked
- ☐ relating significance to the resource
- ☐ context
- ☐ relationship of integrity to significance
- ☐ justification of exception
- ☐ other

9. Major Bibliographical References

10. Geographical Data

Acreage of nominated property _____

Quadrangle name _____

UTM References _____

Verbal boundary description and justification _____

11. Form Prepared By

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

____ national ____ state ____ local

State Historic Preservation Officer signature

title _____ date _____

13. Other

- ☐ Maps
- ☐ Photographs
- ☐ Other

Questions concerning this nomination may be directed to _____

Signed _____ Date _____ Phone: _____



Hangraues - Solomon Bldg.

#11

Helena National Bank Building - #1
302 Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP



44 2

Bradfield Printing Co. Building -
306 Cherry Street

#2

Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP



3

Bible Book Store Building - #3
308-310 Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP



#4

Hargraves Insurance C. Building - #4
312 Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP

Helena
Helena
Photos
March



11 5

Fred's Store Annex Building - #5
314 Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP



#6

Fred's Store Building - #6
318 Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP



#7

Nicholas Hotel Bldg

Old Helena Hotel Building - #7
SE Corner of Cherry & York
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP



#8

McRae's Drug Store

Model Rexall Drug Store Building - #8
329 Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP



#9

Wall's Bargain Ceneter Store Building -
325 Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

#9

Negatives on file at AHPP



#10

Michael Lazar's Menswear Store Building - #10
323 Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP



#11
Factory 1, 2, 3 Store Building - #11
319 Cherry Street

Helena Commercial Historic District
Helena, Phillips County

Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP



#112 C.L. Moore Brothers

Harry McCarty Furniture Store Building -
317 Cherry Street

#12

Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP



413 Woolen-Eyes Bldg.

301-305 Cherry Building - #13
315 Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP



+ 14 & 15
303 Cherry (#15) - noncontributing
305 Cherry (#14)

Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985
Negatives on file at AHPP



#16
Cook's, Holtzclaw Bldg.

401-405 Cherry Building - #16
401-405 Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP



#17

Barnett's Store Building - #17
407 Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP



#18
S.H. Kress & Co. Bldg.

Smith Department Store Building - #18
409 Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP



CL Moore #19
Dry Goods Bldg

Crescent Jewelers Store Building - #19
413 Cherry Street

Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP



#20

Sterling Store Building - #20
417 Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP



#21

NON-CONTRIBUTING

419 Cherry Building - #21
419 Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP

noncontributing



22

Merle Norman Building - #22
421 Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP



321F

Allied Graphics Building - #23
423 Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP

noncontributing



#24

Hendrix Shoe Store Building - #24
425 Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP



#25

NON-CONTRIBUTING

Cherry Blossom Florist Building -
427 Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

#25

Negatives on file at AHPP

noncontributing



#26
Interstate Bank Bldg.

Ciener's Building - #26
429 Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP



27

426-430 Cherry Street - #27

Helena Commercial Historic District

Helena, Phillips County

Photographed by Jean Sizemore

March 1985

Negatives on file at AHPP

noncontributing



#28
424 Cherry



424 Cherry Street - #28
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985
Negatives on file at AHPP

noncontributing



#29 ; #30

420 ; 416 Cherry

416 Cherry (#29)
420 Cherry (#30) - noncontributing

Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985
Negatives on file at AHPP



#31

414 Cherry

414 Cherry Street - #31

Helena Commercial Historic District

Helena, Phillips County

Photographed by Jean Sizemore

March 1985

Negatives on file at AHPP

noncontributing



#32

#32

408-412 Cherry Building-
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP



#32

#32
408-412 Cherry Building-
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP



#132

408-412 Cherry Building - #32
408 Cherry Street

Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985

Negatives on file at AHPP



500 BLOCK
WEST

West side, 500 block Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985
Negatives on file at AHPP



400 BLOCK
East side, 400 block Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March, 1985
Negatives on file at AHPP



400 BLOCK

West side, 400 block Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985
Negatives on file at AHPP



300 BLOCK WEST

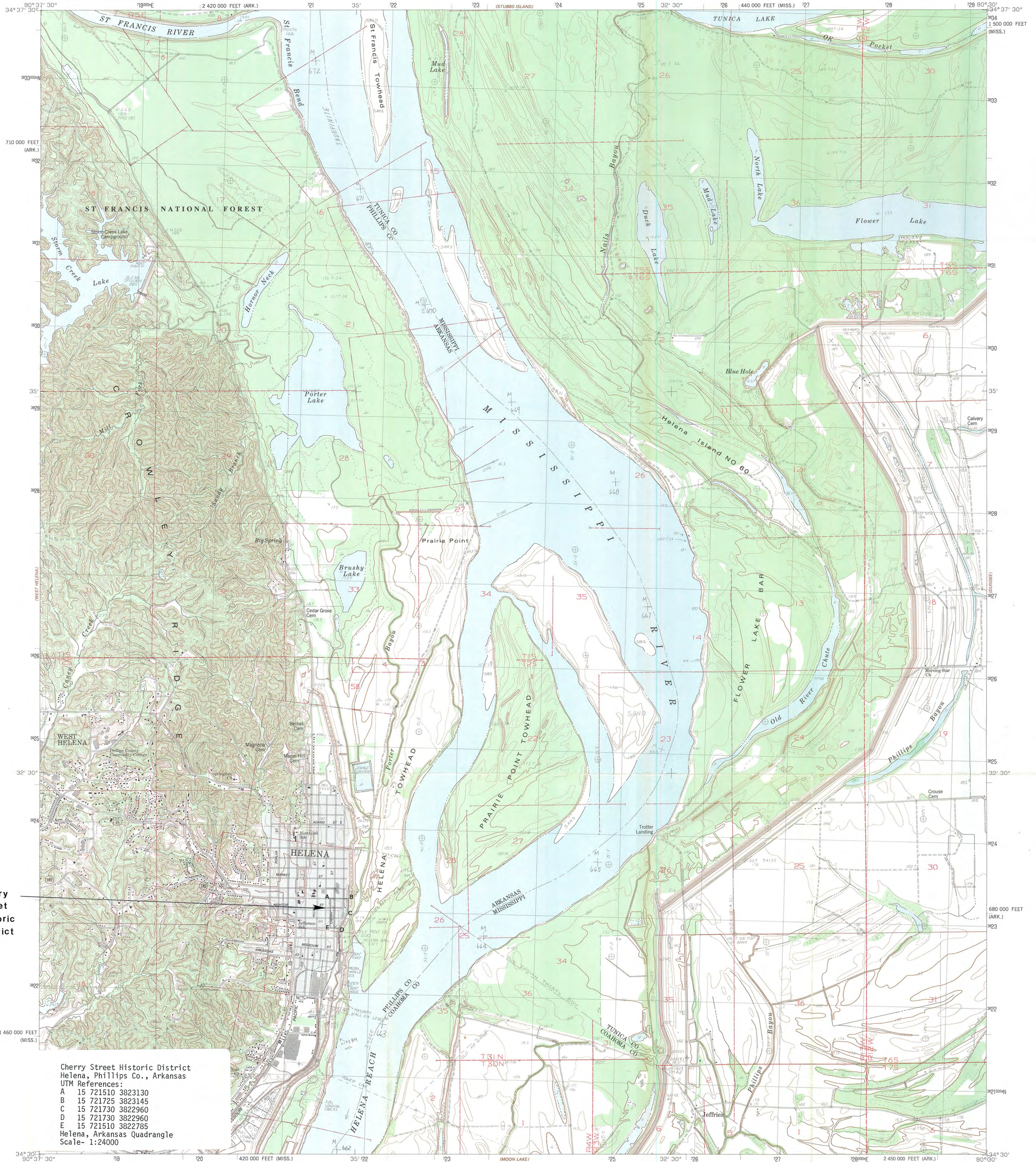
West side, 300 block Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985
Negatives on file at AHPP

CHERRY ST. HIST. DIST.
HELENA, PHILLIPS CO



300 BLOCK
EAST

East side, 300 block Cherry Street
Helena Commercial Historic District
Helena, Phillips County
Photographed by Jean Sizemore
March 1985
Negatives on file at AHPP



Cherry
Street
Historic
District

Cherry Street Historic District
Helena, Phillips Co., Arkansas
UTM References:
A 15 721510 3823130
B 15 721725 3823145
C 15 721730 3822960
D 15 721730 3822960
E 15 721510 3822785
Helena, Arkansas Quadrangle
Scale- 1:24000

Mapped, edited, and published by the Geological Survey
Control by USGS and NOS/NOAA

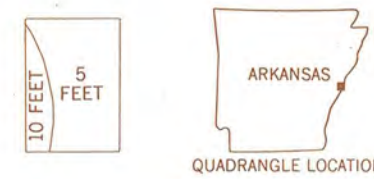
Topography by photogrammetric methods from aerial photographs
taken 1977. Field checked 1978. Map edited 1982

Projection: Mississippi coordinate system, west zone
(transverse Mercator)
10,000-foot grid ticks based on Mississippi coordinate
system, west zone and Arkansas coordinate system, south zone
1000-meter Universal Transverse Mercator grid, zone 15
1927 North American Datum
To place on the predicted North American Datum 1983
move the projection lines 8 meters south and
9 meters east as shown by dashed corner ticks

There may be private inholdings within the boundaries of
the National or State reservations shown on this map
Gray tint indicates area in which selected buildings are shown

UTM GRID AND 1982 MAGNETIC NORTH
DECLINATION AT CENTER OF SHEET

SCALE 1:24 000
1 000 0 1000 2000 3000 4000 5000 6000 7000 FEET
1 5 0 1 KILOMETER
CONTOUR INTERVAL 5 AND 10 FEET
NATIONAL GEODETIC VERTICAL DATUM OF 1929



ROAD LEGEND

Improved Road
Unimproved Road
Trail
Interstate Route U.S. Route State Route

PROVISIONAL MAP
Produced from original
manuscript drawings. Infor-
mation shown as of date of
field check.

HELENA, ARK.-MISS.
PROVISIONAL EDITION 1982

34090-E5-TF-024

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092
AND ARKANSAS GEOLOGICAL COMMISSION, LITTLE ROCK, ARKANSAS 72204

U.S. DEPARTMENT OF THE INTERIOR
HERITAGE CONSERVATION AND RECREATION SERVICE

TELEPHONE REPORT

DATE

8/18/87

TIME OF CALL

AM
PM

1. CALL ☒ TO: ☐ FROM (Name)

Tania Jones

2. ADDRESS (Tel. No. if needed)

Arkansas SHPO office

3. SUBJECT, PROJECT NO., ETC.

Cherry Street Historic District — photo labeling

4. DETAILS OF DISCUSSION

I talked to Tania in order to clarify the labeling on two photos:

- 1) Photo of Bldgs. 14 & 15 — the Non-contributing building is the J.C. Penny Store (303 Cherry St.)
- 2) Photo of Bldgs. 29 & 30 — the non-contributing building is the tallest of those shown; it sits directly in the middle of the picture. The contributing ~~is~~ property is the building with the awnings located to the left of the NC property. The contributing bldg. is partially cut off by the left border of the photo.

NAME OF PERSON PLACING/RECEIVING CALL

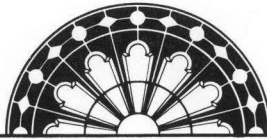
Noble

TITLE

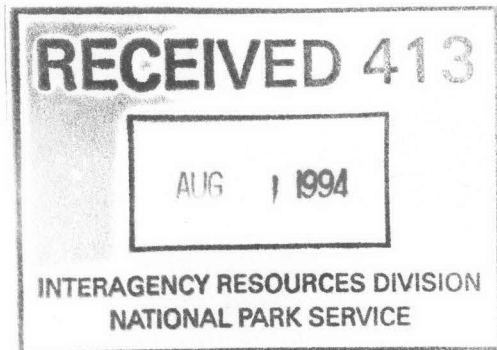
Historian

OFFICE

NR



ARKANSAS
HISTORIC
PRESERVATION
PROGRAM



July 22, 1994

Carol D. Shull
Chief of Registration
United States Department of the Interior
National Register of Historic Places
National Park Service
800 North Capitol Street, Suite 250
Washington, DC 20002

RE: "Malco Theater
(Amendment to Cherry Street Historic District)"

Dear Carol:

We are enclosing for your review the nomination of the above referenced property. The Arkansas Historic Preservation Program has complied with all applicable nominating procedures and notification requirements in the nomination process.

Thank you for your consideration in this matter.

Sincerely,

Cathy Buford Slater
State Historic Preservation Officer

CBS:kg

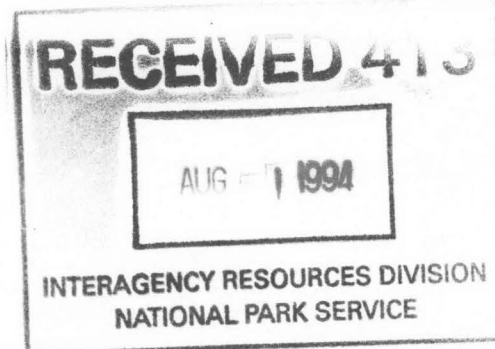
Enclosure



United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 3 Page 1



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

Cathryn A. Slater
Signature of certifying official/Title

7-22-94
Date

Arkansas Historic Preservation Program
State or Federal agency and bureau

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 7 Page 1

Summary

The Malco Theater is a two-story, metal frame and brick masonry theater building designed in a restrained version of the Art Deco style. Its character-defining features include the large original metal marquee, the curved glass openings in the wooden front doors, and the glazed maroon tile that covers the first storey.

Elaboration

The Malco Theater is a two-story, metal frame and brick masonry theater building designed in a restrained version of the Art Deco style. It is rectangular in plan and was designed without chimneys. Its flat, built-up tar roof and blond brick parapet walls rest upon a continuous, cast concrete foundation.

The western or front elevation is composed of a recessed central entrance on the first storey, flanked by a ticket window and separate entrance to the south and by a wall featuring movie poster display cases to the north, terminating in another single-leaf entrance. The entire first storey is sheathed in cranberry-colored ceramic tiles. The entrance doors are themselves Art Deco in design, each being composed of a solid wooden door containing a semi-circular light and ornamented with stylized Art Deco hardware. Directly above is the elaborate metal marquee (recently restored) that dominates the elevation. It is triangular in shape and features a large central neon-lighted sign containing a logo that combines the letters "M" and "T," standing for Malco Theater. The movie title display signs to either side are also ornamented with colored neon zig-zag tube lights and capped with the large red letters "MALCO." The wall behind and above the marquee is a brick veneer, constructed of blond brick, and blank except for two centrally-placed three-pane casement windows that light the office spaces behind. The eastern or rear wall is blank and undistinguished.

The significant character-defining features on the exterior include the large original metal marquee, the curved glass openings in the wooden front doors, and the glazed maroon tile that covers the first storey.

The interior furnishings have all been removed; however, original decorative paintings survive on both side walls of the auditorium, and around the proscenium arch at the front. Apart from the removal of the original theater furnishings, the Malco Theater is in good condition, largely as a result of a recent renovation effort undertaken by the current owner, the City of Helena.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 1

Summary

Criterion C, local significance

The Malco Theater was constructed as such in 1945, though it was designed by 1944, if not earlier. Its importance stems from its status as one of the few surviving Art Deco movie houses that retains both its original exterior -- however simple -- and most of its original architectural elements within. Originally listed on the National Register as a non-contributing structure to the Cherry Street Historic District due to its age, it is now of sufficient age to be considered contributing.

Elaboration

The Malco Theater chain came into existence in 1918, near the beginning of the silent movie era. Like many other regional and national movie chains, it featured first-run movies. Headquartered in Memphis, Tennessee (as it continues to be today), the Malco Theater chain extended across the mid-South, operating chiefly in the states of Tennessee, Mississippi, and Arkansas. It began expanding in the late 1930s and early 1940s (before the onset of World War II) and the theater at Helena was constructed as part of this effort.

Helena's Malco Theater, constructed in 1945, was the second first-run movie theater in downtown Helena, the first being the Paramount, located on the same side of Cherry Street and just to the north. The Malco was generally considered to be the lesser of the two, largely due to the ornate, fanciful decoration of the Paramount, inside and out. However, the Malco showed first-run movies from its opening until it closed in the 1970's. It has been vacant for the past several years; however, the City of Helena (the current owners) have undertaken a substantial restoration through the use of Certified Local Government money, the first attempt in the state to dedicate such funds to "bricks and mortar" work.

Listed as a non-contributing structure within the Cherry Street Historic District (NR-listed 08/17/87) due to its being less than fifty years old at the time of listing, it has now attained sufficient age to be considered contributing to the downtown commercial district of which it is already a part. As a relatively intact, historic Art Deco-style movie theater -- and as the only surviving example in historic Helena, Arkansas -- it is considered locally significant under Criterion C.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 9 Page 1

Bibliography

Information provided by the City of Helena, Arkansas.

Interview, Steve Lightman, President, Malco Theaters, May 17, 1994.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: ADDITIONAL DOCUMENTATION

PROPERTY NAME: Cherry Street Historic District

MULTIPLE
NAME:

STATE & COUNTY: ARKANSAS, Phillips

DATE RECEIVED: 8/01/94

DATE OF PENDING LIST:

DATE OF 16TH DAY:

DATE OF 45TH DAY:

9/15/94

DATE OF WEEKLY LIST:

REFERENCE NUMBER: 86003546

NOMINATOR: STATE

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: ☒ PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: ☒ NATIONAL: N

COMMENT WAIVER: N

☒ ACCEPT ☐ RETURN ☐ REJECT 9.15.94 DATE

ABSTRACT/SUMMARY COMMENTS:

The additional documentation extends the period of significance from 1879 to 1944 to include the significant Malco Theater and two other c. 1940 commercial buildings. These buildings reflect a continuation of the modest small-scale development witnessed in downtown Helena through the 1930s, employing commercial vernacular and Art Deco/Moderne design motifs.

RECOM. / CRITERIA ACCEPT ADDITIONAL DOCUMENTATION
REVIEWER PAUL R. LUSIGNAN
DISCIPLINE HISTORIAN
DATE 9/15/94

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

CLASSIFICATION

___count ___resource type

STATE/FEDERAL AGENCY CERTIFICATION

FUNCTION

___historic ___current

DESCRIPTION

___architectural classification
___materials
___descriptive text

SIGNIFICANCE

Period Areas of Significance--Check and justify below

Specific dates Builder/Architect
Statement of Significance (in one paragraph)

___summary paragraph
___completeness
___clarity
___applicable criteria
___justification of areas checked
___relating significance to the resource
___context
___relationship of integrity to significance
___justification of exception
___other

BIBLIOGRAPHY

GEOGRAPHICAL DATA

___acreage ___verbal boundary description
___UTMs ___boundary justification

ACCOMPANYING DOCUMENTATION/PRESENTATION

___sketch maps ___USGS maps ___photographs ___presentation

OTHER COMMENTS

Questions concerning this nomination may be directed to

Signed _____ Phone _____

Signed _____ Date _____



MALCO THEATER (CHERRY ST. HISTORIC DISTRICT)

HELENA, PHILLIPS CO., ARKANSAS

PHOTO. BY K. STORY

MAY, 1994

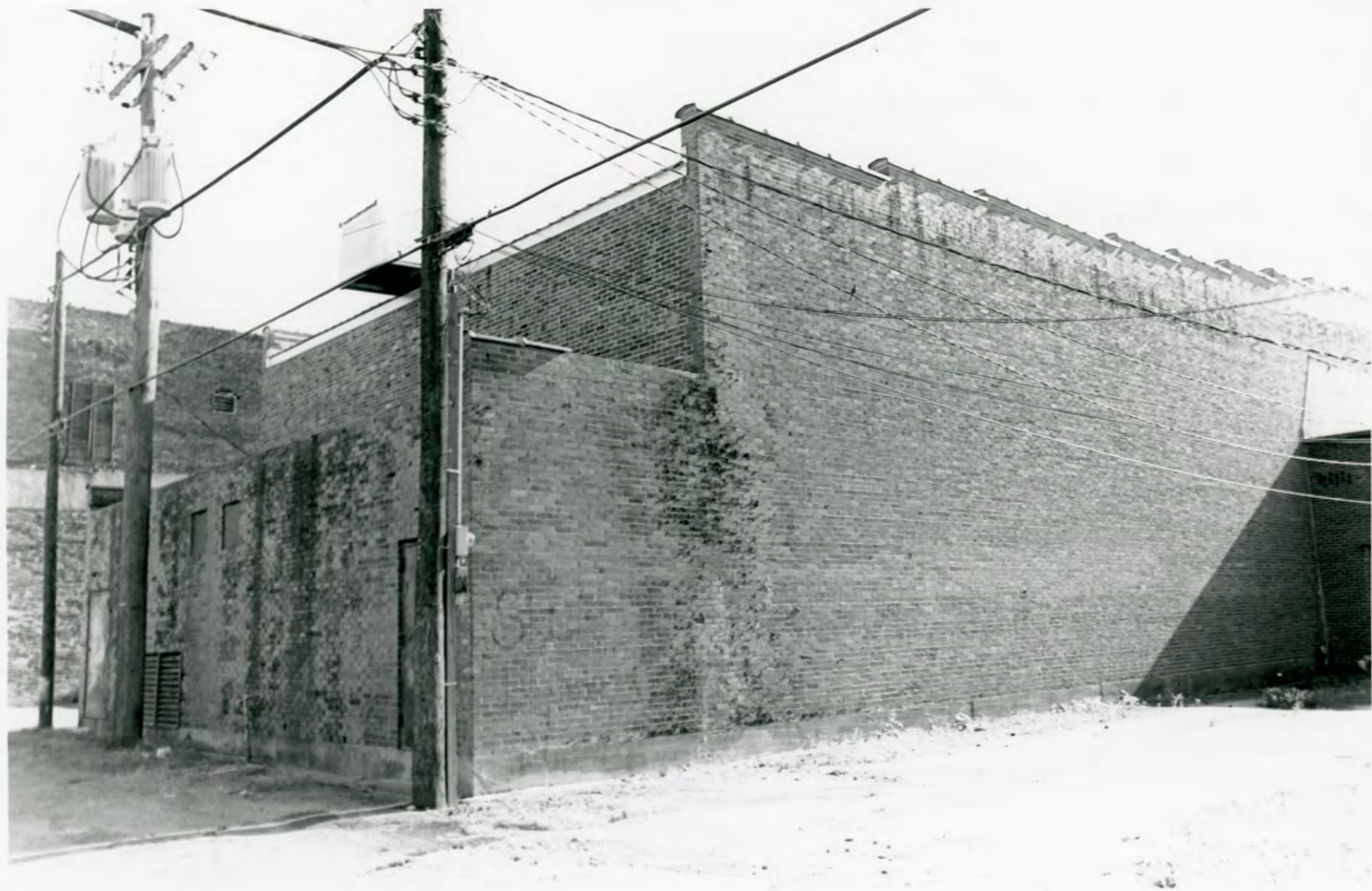
NEG. ON FILE AT AHPP

VIEW FROM WEST.



MALCO THEATER (CHERRY ST. HISTORIC DISTRICT)
HELENA, PHILLIPS CO., ARKANSAS
PHOTO. BY ~~R. STORY~~ R. BALDWIN
APRIL, 1994

NEG. ON FILE AT ANPP
INTERIOR DECORATION DETAIL



MALCO THEATER (CHERRY ST. HISTORIC DISTRICT)
HELENA, PHILLIPS CO., ARKANSAS

PHOTO. BY K. STORY

MAY, 1994

NEG. ON FILE AT ANPP

VIEW FROM NORTHEAST



MALCO THEATER (CHERRY ST. HISTORIC DISTRICT)

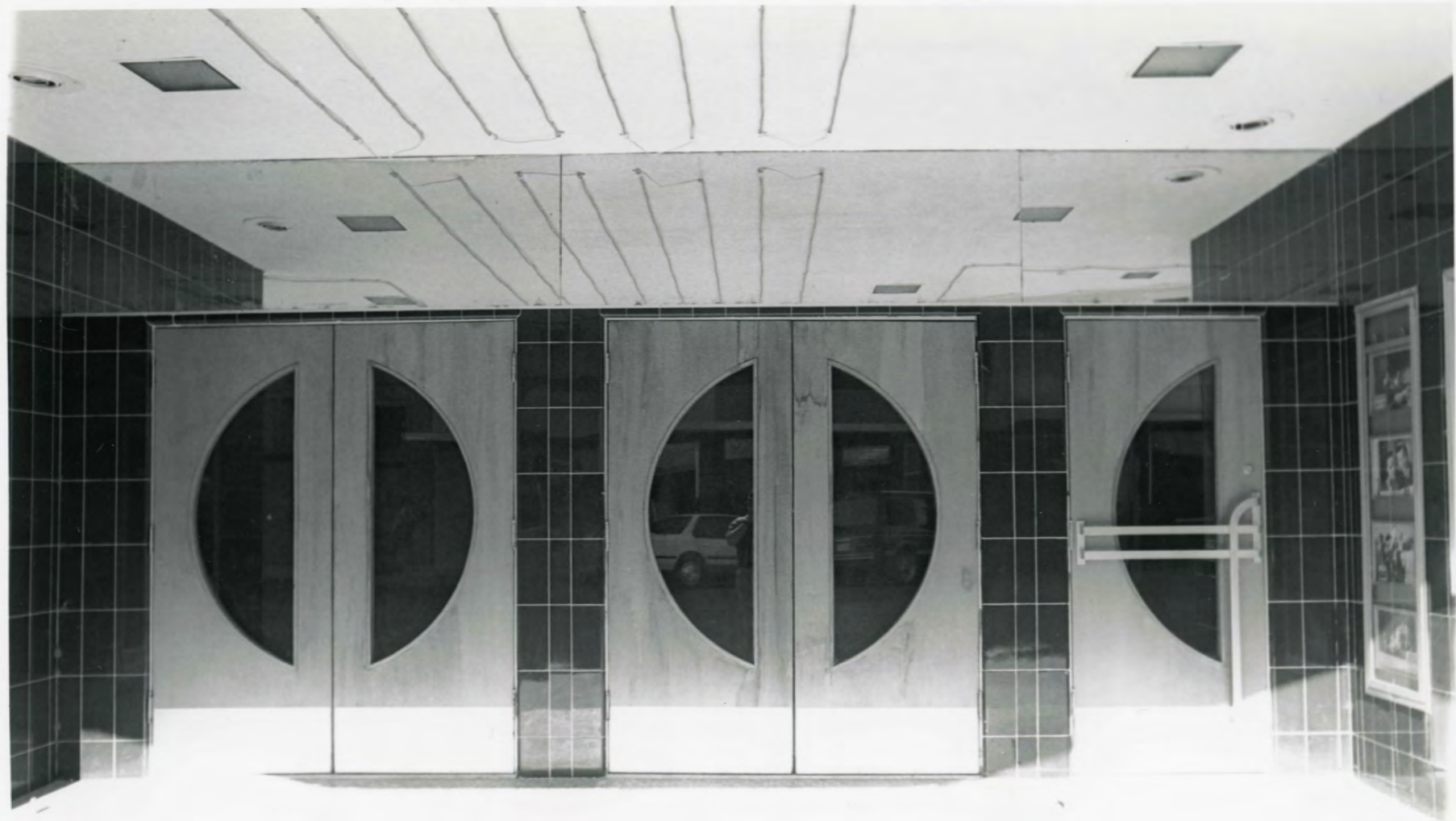
HELENA, PHILLIPS CO., ARKANSAS

PHOTO. BY K. STORY

MAY, 1994

NEG. ON FILE AT ANPP

SEGREGATED ENTRANCE DETAIL



MAJCO THEATER (CHERRY ST. HISTORIC DISTRICT)

HELENA, PHILLIPS CO., ARKANSAS

PHOTO BY K. STORY

MAY, 1994

NEG. ON FILE AT AHPP

FRONT DOOR DETAIL



MARCO THEATER (CHERRY ST. HISTORIC DISTRICT)

HELENA, PHILLIPS CO., ARKANSAS

PHOTO. ~~BY~~ MAY, 1994

PHOTO BY K. STORY

NEG. ON FILE AT AHPP

VIEW FROM WEST OF MARQUEE



MALCO THEATER (CHERRY ST. HISTORIC DISTRICT)

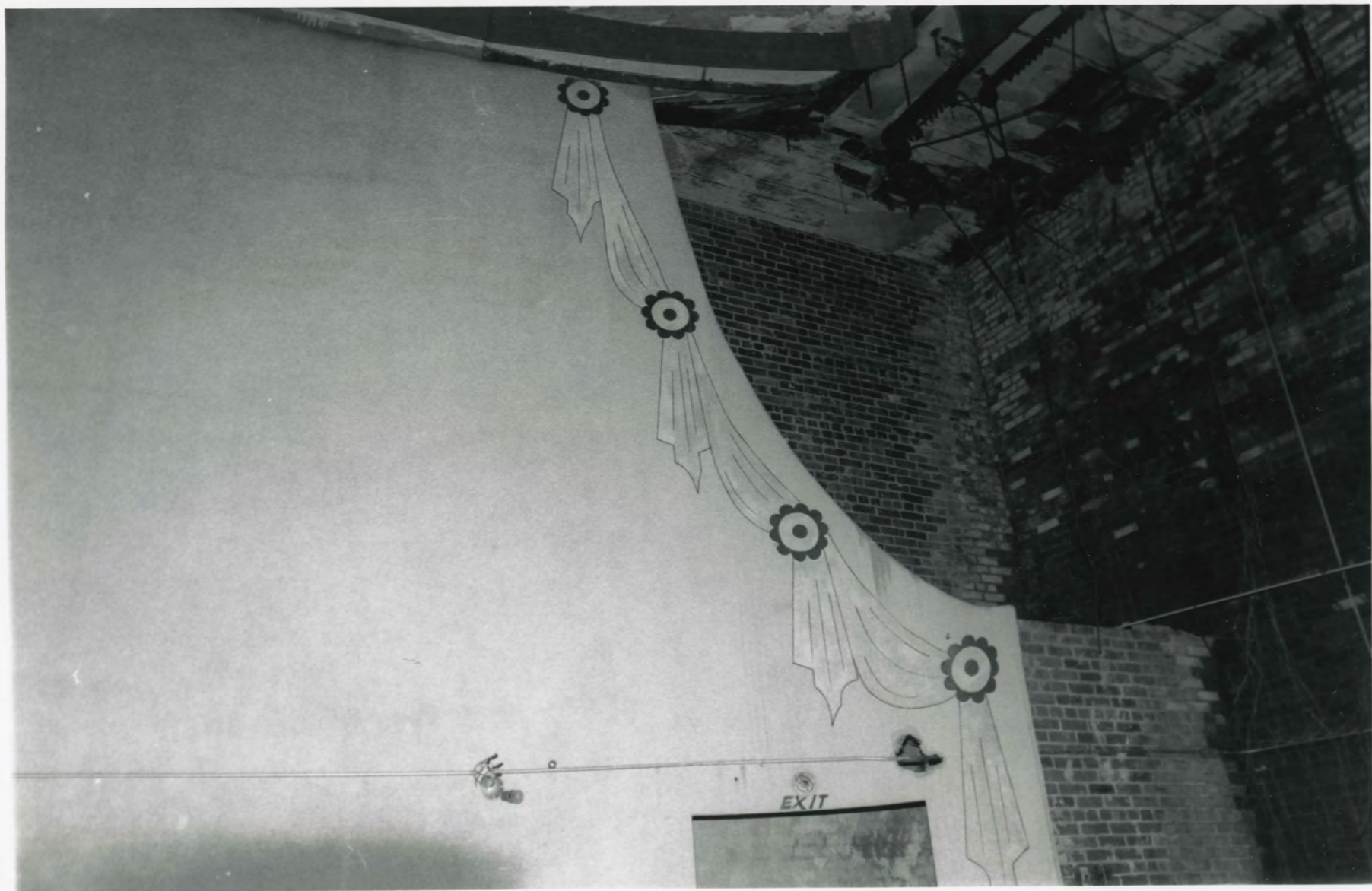
HELENA, PHILLIPS CO., ARKANSAS

PHOTO. BY R. BOLWIN

APRIL, 1994

NEG. ON FILE AT SHPP

INTERIOR DECORATION DETAIL



MALCO THEATER (CHERRY ST. HISTORIC DISTRICT)

HELENA, PHILLIPS CO., ARKANSAS

PHOTO. BY R. BLOWIN

APRIL, 1994

NEG. ON FILE AT ANPP

INTERIOR DECORATION DETAIL

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

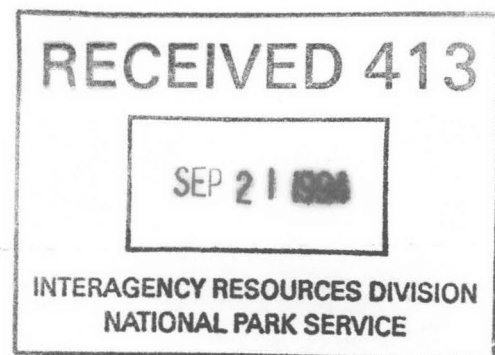
Section number 3 Page 1

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

Cathryn A. Slater
Signature of certifying official/Title

Sept 13, 1994
Date

Arkansas Historic Preservation Program
State or Federal agency and bureau



**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 1

The period of significance for the Cherry Street Historic District in Helena, Arkansas (NR-listed 08/17/87) is being expanded from 1879-1935 to 1879-1944 largely due to the fact that the Malco Theater was excluded from the original nomination due to its being less than fifty years of age when that nomination was submitted. Designed in 1944, the Malco Theater remains an important historic recreational building that continues to represent a colorful aspect of downtown commercial life during the first half of the twentieth century in such cities as Helena.

Given the expanded period of significance, two other structures -- previously considered non-contributing by virtue of their non-historic date of construction -- have been reviewed for eligibility. The warehouse building at 421 Ohio Street (#42), built c. 1940, should now be considered contributing. It retains sufficient integrity as an historic warehouse that never displayed extensive architectural detail. The commercial storefront building at 426-430 Cherry Street (#27) remains non-contributing due to the addition of the non-historic, shingled shed roof over the storefront windows that partially obscures the raised parapet. Though first-storey alterations for such commercial buildings are always considered to be less problematic vis-a-vis eligibility (due to the transitory nature of retail businesses in general), permanent alteration or obfuscation of the historic fabric above the first-storey level is less acceptable.

This re-evaluation of the properties within the Cherry Street Historic District changes the count from forty-three contributing and twelve non-contributing to forty-five contributing and ten non-contributing.


United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number _____ Page _____

Cherry Street Historic District Phillips County ARKANSAS 86003546

ADDITIONAL DOCUMENTATION APPROVED

 9/15/94