

Survey Number LR0019Owner Don GoldProperty Name Rose BuildingAddress 307 Main StreetOriginal Name same as aboveLittle Rock, AR 72201Location 307 Main StreetConstruction Date 1900

ARCHITECTURAL DESCRIPTION

The Rose Building is a two-story, symmetrically massed commercial structure of wood frame and masonry bearing wall construction. The west and principle facade is sheathed in white terra cotta and organized into three, two-story high bays, capped with a full entablature and balustrade. The bays are articulated by fluted Ionic pilasters on stone pedestles, and are framed by an ornate architrave of egg and dart, bead and reel, and medallion detailing. Ornate horizontal panels embellished with floral bosses articulate the second floor line in each bay and support engaged Ionic colonettes that frame dentiled wood casement windows and transoms. The building's entablature consists of a decorative frieze of festoons, scroll brackets and cartouches that support a dentiled cornice and balustrade adorned with decorative urns on terra cotta block pedestles. Much of the building's decorative terra cotta was removed and the original recessed entry altered as a result of an unsympathetic renovation in 1967. a 1985 restoration utilizing various replacement materials faithfully restored the detail and character of the original design.

STATEMENT OF SIGNIFICANCE

Constructed in circa 1900, the Rose Building is of architectural significance both as an example of the Neoclassic Revival, so influential in early twentieth century American architecture, and as an example of the work of its attributed designer, George R. Mann. Built by and named for Arkansas Supreme Court Justice Uriah M. Rose, the building housed Arkansas' oldest and at one time largest bookstore, Allsopp & Chapple, with occuppied the building's major lease space until 1967. The monumentality and ornate detailing intrinsic to the Neoclassic style, normally reserved for the design of public buildings, was skillfully translated by architect Mann to this commercial application. Sited along Main Street, Little Rock's downtown commercial center since the late nineteenth century, the Rose Building remains an outstanding example of Little Rock's commercial architecture of that period.

Verbal Boundary Description S½ of Lot 2 & all of Lot 3, Block 4, City of Little RockAcreage Less than one acreQuadrangel Name Little Rock, ArkansasQuadrangle Scale 1:24000

UTM Reference _____

Zone 15Easting 566800Northing 3844850

NOV 13 1986

OCT 1 - 1986

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form



Continuation sheet

Item number

Page

Multiple Resource Area
Thematic Group

dnr-11

Name Little Rock Main Street MRA
State Pulaski County, ARKANSAS

Nomination/Type of Review

1. Albert Pike Memorial
Temple

Substantive Review

for Keeper

Attest

Date/Signature

11/13/86

William B. Bushong

Bruce J. Noble, Jr. 11/13/86

2. Rose Building

Substantive Review

for Keeper

Attest

11/13/86

William B. Bushong

Bruce J. Noble, Jr. 11/13/86

3. Fulk Building

Substantive Review

for Keeper

Attest

11/13/86

William B. Bushong

Bruce J. Noble, Jr. 11/13/86

4. Gus Blass Department
Store

Substantive Review

for Keeper

Attest

11/13/86

William B. Bushong

Bruce J. Noble, Jr. 11/13/86

5. Taylor Building

Substantive Review

for Keeper

Attest

11/13/86

William B. Bushong

Bruce J. Noble, Jr. 11/13/86

6. St. Andrews Catholic
Cathedral

Substantive Review

for Keeper

Attest

11/13/86

William B. Bushong

Bruce J. Noble, Jr. 11/13/86

7. First Presbyterian Church

Substantive Review

for Keeper

Attest

11/13/86

William B. Bushong

Bruce J. Noble, Jr. 11/13/86

8. Worthen Bank Building

Substantive Review

for Keeper

Attest

11/13/86

William B. Bushong

Bruce J. Noble, Jr. 11/13/86

9. Donaghey Building

Substantive Review

Keeper

Attest

DOE/CIVIL OBJECTION

10. State Bank Building

Substantive Review

Keeper

Attest

DOE/CIVIL OBJECTION

86003119

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Rose Building (Little Rock Main Street MRA)
Pulaski County
ARKANSAS

Substantive Review

Working No. OCT 1 1986
Fed. Reg. Date: 2/2/88
Date Due: 11/1/86 - 11/15/86
Action: ACCEPT 11-13-86
RETURN
REJECT
Federal Agency: _____

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

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

Reviewer's comments:

Constructed in circa 1900, the Rose Building is significant as an example of Neoclassic Revival design and as an example of the work of George R. Mann - to whom the design is attributed. Built by and named for Arkansas Supreme Court Justice Uriah M. Rose, the building housed a significant Arkansas bookstore, Allsopp & Chapple, until 1967.

Recom./Criteria Accept - A, C
Reviewer Noble
Discipline Historian
Date 11/7/86
_____ see continuation sheet

Nomination 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

- ☐ 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 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: _____



GOLD'S *house of fashions*

OCT 1 1986

Rose Building
Main Street MRA
Little Rock, Pulaski Co.
Photographed by Don Brown
November 1985
Negatives on file at AHPP

Please refer to the map in the
Multiple Property Cover Sheet
for this property

Multiple Property Cover Sheet Reference Number: 64000028