

ARKANSAS HISTORIC PRESERVATION PROGRAM

LITTLE ROCK MAIN STREET MULTIPLE
RESOURCE AREA, LITTLE ROCK, PULASKI CO.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

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