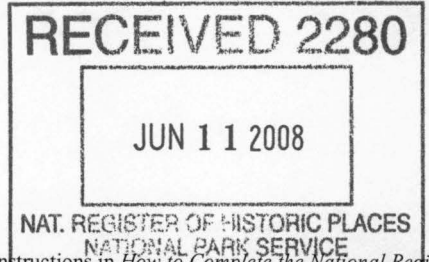


United States Department of the Interior  
National Park Service



National Register of Historic Places  
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name West Memphis Commercial Historic District

other names/site number \_\_\_\_\_

2. Location

street & number 700, 800, and 900 blocks of East Broadway Avenue

not for publication

city or town West Memphis

vicinity

state Arkansas

code \_\_\_\_\_

AR

county Crittenden

code \_\_\_\_\_

035

zip code

72301

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  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 for in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register criteria. I recommend that this property be considered significant

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

Catherine Matthews 3/14/08  
Signature of certifying official/Title Date

Arkansas Historic Preservation Program  
State or Federal agency and bureau

In my opinion, the property  meets  does not meet the National Register criteria. ( See Continuation sheet for additional comments.)

\_\_\_\_\_  
Signature of certifying official/Title Date

\_\_\_\_\_  
State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

entered in the National Register.

See continuation sheet

determined eligible for the National Register.

See continuation sheet

determined not eligible for the National Register.

removed from the National Register.

other, (explain:)

Signature of the Keeper

Date of Action

Edson D. Beall

7.24.08

**5. Classification**

**Ownership of Property**  
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

**Category of Property**  
(Check only one box)

- building(s)
- district
- site
- structure
- object

**Number of Resources within Property**  
(Do not include previously listed resources in count.)

Contributing	Noncontributing	
22	7	buildings
	7 (vacant lots)	sites
		structures
		objects
22	14	Total

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

N/A

**Number of Contributing resources previously listed in the National Register**

N/A

**6. Function or Use**

**Historic Functions**  
(Enter categories from instructions)

Commerce/Trade: Specialty Store, Department Store, Restaurant

---

Domestic: Hotel

---

Recreation & Culture: Movie Theater

---



---



---



---

**Current Functions**  
(Enter categories from instructions)

Commerce/Trade: specialty store

---

Religion: Religious facility

---



---



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---

**7. Description**

**Architectural Classification**  
(Enter categories from instructions)

Late 19<sup>th</sup> and Early 20<sup>th</sup> Century American Movements: Commercial Style

---

Modern Movement: Art Deco

---



---

**Materials**  
(Enter categories from instructions)

foundation Concrete, Brick

---

walls Brick, Stucco

---

roof Asphalt, Metal

---

other

---



---

**Narrative Description**

(Describe the historic and current condition of the property on one or more continuation sheets.)

See Continuation Sheets, Section 7

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National Park Service

## National Register of Historic Places Continuation Sheet

Section number 7 Page 1

### SUMMARY

The West Memphis Commercial Historic District is being submitted for nomination to the National Register of Historic Places under Criteria A and C. The proposed district is a three-block section of East Broadway Avenue, also U.S. Highway 70, which contains the city's largest concentration of historic commercial buildings. The district possesses a strong sense of integrity with a total of twenty-nine buildings: twenty-two are contributing and seven are noncontributing resources. The district also contains seven vacant lots that are counted as non-contributing sites. The buildings in the district are brick, twentieth-century commercial structures, a number of which display subtle architectural elements of the Art Deco style. The overwhelming character of the district reflects the period 1930-1950 when twenty-five (86%) of the buildings were constructed. The buildings contained in the 700, 800, and 900 blocks of E. Broadway Avenue, comprising the West Memphis Commercial Historic District, validate its period of significance by documenting the development and growth of the city from 1930 to 1958.

### ELABORATION

West Memphis, Arkansas, is located on the west bank of the Mississippi River, directly across from Memphis, Tennessee. It is considered part of the Memphis metropolitan area. West Memphis lies at the point where two of the nation's most heavily traveled interstate highways, I-40 and I-55 meet. The Mississippi River cargo waterway and convergence of major rail lines has greatly influenced the development of West Memphis as a transportation and industrial hub. The city is approximately 26.6 square miles of flat Mississippi River Delta land and is laid out in a grid. The West Memphis Commercial Historic District contains the 700, 800, and 900 blocks of E. Broadway Avenue, also U.S. Highway 70. Broadway Avenue/U.S. Highway 70 is a wide, four-lane traffic corridor with diagonal parking in front of buildings.

West Memphis was preceded by settlements on the west bank of the Mississippi River since before the Civil War. One of these settlements, Hopefield, was destroyed by flood in 1912. Hulbert, founded in the late 19<sup>th</sup> century, was annexed to West Memphis in 1955. Although West Memphis was laid out in 1884, it did not really begin to grow until the construction of the first rail bridge across the Mississippi River at Memphis in 1892 and first automobile bridge in 1917. The lumber industry played a large role in the growth of West Memphis as lumber mills were constructed, taking advantage of the rich timber of Eastern Arkansas and the transportation opportunities of the location. However, it was not until 1923 that West Memphis incorporated, largely the result of influx of automobile traffic through the area beginning with the opening of the automobile bridge in 1917 and subsequent traffic along US Highway 70, which is the main commercial thoroughfare through the city.

The buildings in the West Memphis Commercial District reflect the largest period of growth in the city between 1930 and 1940. As stated in The WPA Guide to 1930s Arkansas with introduction by Elliott West, "In West Memphis the well-built stores, service stations, cafes, and tourist camps that stretch for more than a mile along US 70 [Broadway Avenue] have an air of being new and busy. Behind the façade of neon signs,

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## **National Register of Historic Places**

### **Continuation Sheet**

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elaborate gasoline stations, and fruit stands are the industries of the town - a sawmill, two gins, a large compress, and a cottonseed oil mill. West Memphis has grown so rapidly in the last decade that its population almost quadrupled between 1930 and 1940.”

The majority of the historic service stations, cafes and tourist camps described by the 1941 WPA account of Broadway Avenue are gone, having been replaced with much newer non-contiguous commercial fabric. However, the buildings in the 700, 800, and 900 blocks of E. Broadway Avenue retain their sense of place and time and convey a visual representation of retail and office buildings built in the 1930s and 1940s, when the city was growing and prospering. Construction of the Memphis and Arkansas Bridge over the Mississippi River in 1949 solidified West Memphis' role as a regional thoroughfare for automobile travel in the immediate post World War II era.

Sanborn Fire Insurance maps show commercial development occurring along E. Broadway Avenue in the 1930s. Immediately surrounding areas contained sparse development, largely residential. A subsequent Sanborn Map in 1948 reflects the blocks much as they appear today. Although there are some vacant lots in the 700, 800 and 900 blocks of E. Broadway, little demolition of original buildings has occurred. Of the twenty-nine buildings in the West Memphis Commercial Historic District, fifteen or 52% were constructed in the 1940s. Ten buildings in the district were constructed in the 1930s and four in the 1950s.

Buildings in the district are brick, mostly one-story and are of simple vernacular commercial design. Most of the buildings have minimal detail. However, a common theme throughout the district is cast concrete cornices with Art Deco geometric designs. The patterns of the Art Deco inspired cornices differ in design with some triangular shaped design, some circular and triangular, cylinders and block dentiling. The cornices are a strong connecting design element among the buildings in the West Memphis Commercial Historic District.

Four of the buildings in the historic district feature corner entrances that are rounded, beveled, or cut-away shapes. A unique element seen in the district is that most buildings do not share firewalls and there are small separations between a number of the buildings. In some cases, there is a small false wall built between the buildings at the front.

#### **700 Block E. Broadway Avenue**

The appearance of the buildings on the south side of this block remain much as they would have appeared in the late 1940s. Buildings on each end of the block feature corner entrances. The building at 701-703 E. Broadway is a one-story, simple commercial design with a rounded northwest corner containing a single entry door. A cast concrete band of “dentils” running along the top of the parapet forms the cornice, contrasting with the dark brick walls of the building. On the opposite end of the south side of the block at the

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northeast corner, the one-story brick building at 721 E. Broadway features a cut away corner entrance supported by a fluted aluminum column. The building at 705 E. Broadway has small spaces between its side walls and adjacent buildings. A recessed entry for the 707 address in the building at the 707-709 E. Broadway building features a decorative fluted cast concrete surround framing a recessed single wood framed glass door with transom window. The entry is flanked by metal casement windows. An Art Deco zigzag design in the cornice above the storefronts spans the width of the front of the building. One of the most design detailed buildings in this block is the Tom Payne building at 711 E. Broadway. Virtually unaltered, the building features a distinctive front stepped parapet flanked by front corner pilasters. Cast concrete insets and brick pattern provide decorative detail while a cornice above the storefront features a cylinder shaped dentil pattern. The building at 717 E. Broadway is one-story, of simple brick design with a wide storefront.

Five buildings are located on the north side of the 700 block of E. Broadway Avenue. Four of the buildings are one-story brick structures with minimal detail. An Art Deco inspired cast concrete cornice is seen on the building at 718 E. Broadway and on the block's only two-story building, the Little Building at 716 E. Broadway. The space between buildings at 716 and 718 E. Broadway is filled on the front with a six-foot brick wall. Other buildings on this side of the block, 710 and 722 E. Broadway are brick with little to no ornamentation. The building at 710 E. Broadway has been faced in rock on its front (south) façade.

### **800 Block E. Broadway Avenue**

The south side of the block features a row of five one-story brick buildings and one small frame structure filling a space between buildings. A beveled corner entrance and Art Deco style cast concrete cornice is found on the building at 801 E. Broadway. Light color brick with cast concrete parapet caps distinguishes the building at 805 E. Broadway. Set back from the sidewalk is a small frame building between 805 and 809 E. Broadway. This one story building at 807 E. Broadway fills the wider than usual space between buildings. The building at 806-808 E. Broadway is one of the few two-story buildings in the district. A brick wall at sidewalk level spans the space between this building and its adjacent neighbor at 810-812 E. Broadway. Tile-capped parapets on the side elevations that step down to the rear of the building at 822 E. Broadway are commonly seen in the district.

### **900 Block E. Broadway Avenue**

Seven buildings are located in the 900 block of E. Broadway. The two-story building at 901-903 was constructed c.1940 and originally contained a movie theater in the 903 space with a restaurant in the narrow corner space at 901. A decorative cast concrete cornice with zigzag pattern on the building at 907 E. Broadway is underlined by a row of vertical stack brick. The east wall of the building features a tile edged roof parapet that steps down to the rear. The Bil Roy Hotel at 923 E. Broadway was constructed c.1940. The

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two-story, dark red brick building is ornamented by bands of cast-concrete forming cornices at the upper level, cast concrete window ledges and distinctive fluted cast concrete pilasters on front entry bay.

Three of the four buildings on the north side of the 900 block of E. Broadway feature cast concrete cornices with varying Art Deco geometric designs as their primary decorative element. A rounded corner entry on the building at 920 E. Broadway combined with the Art Deco design in the cornice provides an example of the overwhelming sense of the 1930s and 1940s in the building details in the West Memphis Commercial Historic District

### **Integrity**

The West Memphis Commercial Historic District is a cohesive group of buildings that maintain the integrity necessary to convey their architectural and historic significance. The buildings still retain their original setbacks and configurations in their setting on West Memphis' broad, major thoroughfare, East Broadway Avenue/U.S. Highway 70. This collection of twenty-nine buildings, twenty-five of which were constructed between 1930 and 1950 and four in the 1950s, retain the integrity of their original design, displaying historic materials used in their construction as well as the attention to detail that validates the workmanship used when built.

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# National Register of Historic Places Continuation Sheet

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## WEST MEMPHIS COMMERCIAL HISTORIC DISTRICT

### Property List

<u>C/NC</u>	<u>Address</u>	<u>Construction Date</u>
C	701-703 E. Broadway	c.1949
C	705 E. Broadway	c.1940
C	707-709 E. Broadway	c.1935
C	711 E. Broadway	D1935
C	717 E. Broadway	c.1945
C	721 E. Broadway	c.1946
C	710 E. Broadway	c.1946
NC	712-714 E. Broadway	c.1946
C	716 E. Broadway	D1932
C	718 E. Broadway	c.1935
C	722 E. Broadway	c.1940
C	801 E. Broadway	c.1938
C	805 E. Broadway	c.1930
C	807 E. Broadway	c.1958
C	809 E. Broadway	c.1955
N/C	815 E. Broadway	c.1935
NC	823 E. Broadway	c.1950
NC	802 E. Broadway	c.1953
C	806-808 E. Broadway	c.1935
NC	810-812 E. Broadway	c.1947
C	818 E. Broadway	c.1945
NC	822 E. Broadway	c.1936
NC	901-903 E. Broadway	c.1940
C	907 E. Broadway	c.1942
C	923 E. Broadway	c.1940
C	900-902 E. Broadway	c.1936
C	904 E. Broadway	c.1940
C	916-918 E. Broadway	c.1942
C	920 E. Broadway	c.1947

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
B Property is associated with the lives of persons significant in our past.
C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

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

Property is:

- A owned by a religious institution or used for religious purposes.
B removed from its original location.
C birthplace or grave of a historical figure of outstanding importance.
D a cemetery.
E a reconstructed building, object, or structure.
F a commemorative property
G less than 50 years of age or achieved significance Within the past 50 years.

Levels of Significance (local, state, national)

Local

Areas of Significance (Enter categories from instructions)

Architecture

Community Planning & Development

Period of Significance

1930 - 1958

Significant Dates

1930-1958

Significant Person (Complete if Criterion B is marked)

N/A

Cultural Affiliation (Complete if Criterion D is marked)

N/A

Architect/Builder

N/A

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

See Continuation Sheet, Section 8

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

See Continuation Sheet, Section 9

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
previously listed in the National Register
Previously determined eligible by the National Register
designated a National Historic Landmark
recorded by Historic American Buildings Survey #
recorded by Historic American Engineering

Primary location of additional data:

- State Historic Preservation Office
Other State Agency
Federal Agency
Local Government
University
Other

Name of repository:

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

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### SUMMARY

The West Memphis Commercial Historic District is comprised of three blocks of East Broadway Avenue/U. S. Highway 70, the city's major thoroughfare. The intense development and growth of West Memphis in the period from 1930 to 1958 is reflected in the twenty-nine buildings in the district. Eighty-six percent of the buildings in the West Memphis Commercial Historic District were constructed between 1930 and 1950. Subtle Art Deco style influence seen in cast-concrete trim detail and corner entrances is present on the buildings in the district. The district is being nominated to the National Register of Historic Places, with **local significance**, under **Criterion A** for its associations with the commercial development of West Memphis and **Criterion C** for its representation of American commercial building construction in the period 1930 to 1958.

### ELABORATION

In the summer of 1541, Spanish Explorer Hernando De Soto crossed the Mississippi River into what is now Crittenden County with an army of over 300 conquistadors and almost as many captured Native-American slaves. The Spanish found the land to be the most densely populated that they had seen since starting their journey on the Florida coast, two years earlier. The Spanish expedition departed Arkansas two years later leaving behind numerous old world diseases. It was one hundred and thirty years before Europeans visited this region again. The French expedition of Joliet and Marquette in 1673 found none of the towns or people that the Spanish had documented. All that remained were the many mounds that still dot the landscape along the rivers and creeks. The original inhabitants, like the later settlers were drawn to this region because of its fertile river bottom soil, abundant game, and thick forest.

The earliest recorded immigrant to the area that is now West Memphis, Benjamin Foy, was a native of Holland who was sent in 1795 by the Spanish governor of the large area claimed by Spain to establish a settlement on the Mississippi River. He chose a location across the river from present day Memphis, Tennessee. In 1797 the hamlet, designated Foy's Point, took the name Camp de la Esperanza or as translated, Field of Hope. The name remained but took on an English name, "Hopefield," when it became part of the United States with the completion the Louisiana Purchase in 1803. Benjamin Foy was named to the new position of United States Magistrate of

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National Park Service

## National Register of Historic Places Continuation Sheet

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the region. Foy, noted for his honest character and extensive knowledge of the country, ran a clean and lawful town with a bright future until his death 1823.

Crittenden County is bounded on the east by the Mississippi River and was established in 1825, eleven years before Arkansas became a state. Named after Robert Crittenden, the first secretary of Arkansas Territory, the county had a population of 1,272 in 1830. Hopefield became the eastern terminal for the Memphis and Little Rock Railroad in 1857. However the Civil War forced a halt to track construction just east of the St. Francis River in 1861.

During the summer of 1862 Memphis fell into the hands of the Union forces. Most Confederate soldiers were ferried across the river to Hopefield, Arkansas, and surrounding farms. Many of these soldiers were moved on to other battle fronts, but some remained to harass the Union forces and disrupt river traffic. This became such a problem that on February 19, 1863, four companies of Federal forces burned down the entire town. The town of Hopefield was rebuilt after the war but never regained the prominence it once held in Crittenden County. Hopefield was eventually destroyed by flood in 1912 through a change in the course of the Mississippi River.

Crittenden County needed a new center for government and business after the Civil War. In 1884 the town of West Memphis was platted by second-generation Crittenden County residents, two sons of Robert Vance. Robert Vance, Jr., with his brother William Vance were among the first settlers of the region in the 1830s. Within a year the town had grown to over two hundred residents. Robert Vance was appointed postmaster of West Memphis in 1885. By 1888 West Memphis had three businesses owned by the Winchester brothers, the Richard brothers and C.B. Givin.

Because of the vast resources of massive old growth forests surrounding the young town of West Memphis, the lumber industry became the fuel for its progress into the twentieth century. In 1904, Zack Bragg moved to West Memphis and opened Bragg Mill. With the construction a railroad bridge over the Mississippi River in 1892, the rail line that had once passed through Hopefield moved to Hulbert, a small farm town owned by a Memphis attorney on the edge of West Memphis. Bragg was able to ship his milled lumber and logs by rail and by river. In 1914,

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## **National Register of Historic Places Continuation Sheet**

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P.T. Bolz of St. Louis opened the Bolz Slack Barrel Cooperage plant.

With the coming of the automobile age, the first automobile bridge across the Mississippi River at Memphis was constructed in 1917. This heralded the growth of the small industrial town of West Memphis as its main street, Broadway Avenue, became a U.S. Highway and an influx of traffic began streaming through the town.

West Memphis was officially incorporated in 1923 and continued to grow to become the largest city in Crittenden County. The availability of river and rail transportation transformed West Memphis into the manufacturing and distribution hub of the county. Although in the 1930s West Memphis, along with the rest of the Mississippi Delta had fallen on hard times due to the national economic depression and the devastating 1927 flood in the Mississippi River Valley, the city grew and developed at a record pace. However, the most notable export of West Memphis from that era became its original Blues music. At one time Sonny Boy Williamson, Howlin' Wolf, Mr. Lockwood, and B.B. King all called West Memphis home.

Ever increasing automobile traffic and demand for the industrial products produced and shipped through the West Memphis rail and river traffic even during the hard times of the 1930s and war years of the 1940s instigated the growth and development of the city's main commercial thoroughfare, Broadway Avenue. Tourist courts, restaurants, hotels and other amenities geared toward the traveler began to be constructed along the traffic corridor through West Memphis. During the World War II years, transportation of soldiers and goods through the roads, river, and rail lines in the Memphis/West Memphis area created the need for lodging and human services. Construction of a second automobile bridge across the Mississippi River connecting Memphis and West Memphis in 1949 created another influx of automobile traffic through West Memphis.

The buildings in the 700, 800, and 900 blocks of E. Broadway reflect the growth of the city of West Memphis in the years 1930 to 1958. Until the national interstate system was opened in the 1950s, diverting traffic away from former routes through the middle of America's towns, West Memphis' Broadway Avenue was the city's center of commerce with retail stores, tourist courts and hotels and office buildings. Decline of Broadway Avenue was rapid after the traffic through

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National Park Service

## National Register of Historic Places Continuation Sheet

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the town diminished with the opening of the interstate highways. Although the three blocks of E. Broadway contained in the West Memphis Commercial Historic District remain much as they appeared in the 1930s, 1940s, and 1950s, the remainder of the city's major traffic corridor, Broadway Avenue, has experienced much change.

Because West Memphis and the surrounding areas in Crittenden County have been subject to some of the country's most disastrous floods due the Mississippi River backing into the St. Francis River, the growth of the city was delayed. It was not until the importance of the automobile and its rapid rise as the major mode of transportation, did the growth of West Memphis begin in earnest. The city's major corridor, Broadway Avenue, also U.S. Highway 70, brought thousands of travelers through the city and created the demand for the businesses that were opened in the 1930s and 1940s along the highly traveled route.

### STATEMENT OF SIGNIFICANCE

The West Memphis Commercial Historic District is being nominated for inclusion in the National Register of Historic Places under **Criterion A** for the development and growth of the city, specifically along Broadway Avenue, that contribute to a better understanding of local history and broader patterns of history. It is also being nominated under **Criterion C** for its architecture that reflects a type, period, and method of construction. The historic built environment of this district retains its architectural integrity and contributes to the district's period of significance that spans 1930 to 1958. Throughout the years, Broadway Avenue has been the major corridor in West Memphis and is an important component of the city's historic development.

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National Park Service

## National Register of Historic Places Continuation Sheet

Section number 9 Page 1

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Mills, Kara. Memphis and Arkansas Bridge, National Register of Historic Places nomination, Little Rock, AR: Arkansas Historic Preservation Program.

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West Memphis Commercial Historic District  
Name of Property

Crittenden County, Arkansas  
County and State

### 10. Geographical Data

Acreage of Property Approximately 11.47 Acres

#### UTM References

(Place additional UTM references on a continuation sheet.)

1	<u>15</u>	<u>757299</u>	<u>3893019</u>	3	<u>15</u>	<u>757615</u>	<u>3892851</u>
	Zone	Easting	Northing		Zone	Easting	Northing
2	<u>15</u>	<u>757615</u>	<u>3893014</u>	4	<u>15</u>	<u>757284</u>	<u>3892851</u>

See continuation sheet

#### Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

#### Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

See Continuation Sheet, Section 10

### 11. Form Prepared By

name/title Sandra Taylor Smith, Preservation Consultant  
organization Prepared for: Arkansas Historic Preservation Program date December 15, 2007  
street & number 1500 Tower Building, 323 Center Street telephone (501)324-9880  
city or town Little Rock state Arkansas zip code 72201

#### Additional Documentation

Submit the following items with the completed form:

#### Continuation Sheets

##### Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

##### Photographs

Representative **black and white photographs** of the property.

#### Additional items

(Check with the SHPO or FPO for any additional items.)

#### Property Owner

(Complete this item at the request of SHPO or FPO.)

name Multiple Owners  
street & number \_\_\_\_\_ telephone \_\_\_\_\_  
city or town \_\_\_\_\_ state \_\_\_\_\_ zip code \_\_\_\_\_

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listing. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*)

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P. O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20303.

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National Park Service

# National Register of Historic Places

## Continuation Sheet

Section number 10 Page 1

### Verbal Boundary Description

The West Memphis Commercial Historic District is a rectangular shaped area containing 29 buildings located in the 700, 800, and 900 blocks of E. Broadway Avenue. At a point beginning at the intersection of N. 7<sup>th</sup> Street and the alley north of the buildings on the north side of the 700 block of E. Broadway the boundary runs due east to its intersection with N. 10<sup>th</sup> Street. At this juncture of the alley north of E. Broadway and N. 10<sup>th</sup> Street, the boundary turns and runs due south to the intersection of S. 10<sup>th</sup> Street and the alley south of the 900 block of E. Broadway. The boundary runs west along the alley to its intersection with S. 7<sup>th</sup> Street where it turns and runs north to the point of beginning.

### Boundary Justification

The West Memphis Commercial Historic District includes the most contiguous and intact section of the city's historic commercial corridor, Broadway Avenue/U.S. Highway 70 whose original functions were commercial. This historic district documents West Memphis from 1930 through the 1950s when the city experienced its greatest period of growth. Due to federal interstate construction and diversion of highway traffic away from U.S. Highway 70/Broadway Avenue, the built environment of this historic thoroughfare has changed with razing of former tourist courts, commercial buildings and service stations. The three blocks included in the historic district maintain their integrity and sense of place and time of the period 1930 to 1958 when they were constructed and remain relatively unscathed by the new commercial development located in blocks east and west on Broadway Avenue.

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: West Memphis Commercial Historic District

MULTIPLE NAME:

STATE & COUNTY: ARKANSAS, Crittenden

DATE RECEIVED: 6/11/08 DATE OF PENDING LIST: 7/01/08  
DATE OF 16TH DAY: 7/16/08 DATE OF 45TH DAY: 7/25/08  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 08000704

REASONS FOR REVIEW:

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

COMMENT WAIVER: N

ACCEPT  RETURN  REJECT 7-24-08 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in  
The National Register  
of  
Historic Places

JUL 24 2008

RECOM./CRITERIA \_\_\_\_\_

REVIEWER \_\_\_\_\_ DISCIPLINE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ DATE \_\_\_\_\_

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

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



1. SOUTH SIDE 700 BLK. E. BROADWAY  
WEST MEMPHIS COMMERCIAL HISTORIC DISTRICT
2. CRITTENDON CTY., AR
3. PHOTO BY SANDRA TAYLOR SMITH
4. 9-30-07
5. NEGATIVE AT AHPP
6. VIEW LOOKING SOUTHEAST FROM 7TH + BROADWAY
7. PHOTO #1



1. NORTH SIDE 700 BLK. E. BROADWAY  
WEST MEMPHIS COMMERCIAL HISTORIC DISTRICT
2. CRITTENDON CTY., AR
3. PHOTO BY SANDRA TAYLOR SMITH
4. 9-30-07
5. NEGATIVE AT AHPP
6. VIEW LOOKING SOUTHWEST FROM ①TH + BROADWAY
7. PHOTO #2



1. NORTH SIDE 700 BLOCK E. BROADWAY  
WEST MEMPHIS COMMERCIAL HISTORIC DISTRICT
2. CRITTENDON CTY., AR
3. PHOTO BY SANDRA TAYLOR SMITH
4. 9-30-07
5. NEGATIVE AT AHPP
6. VIEW LOOKING NORTHWEST FROM 8<sup>TH</sup> & E. BROADWAY
7. PHOTO #3



1. NORTHSIDE 800 BLOCK EAST BROADWAY
2. WEST MEMPHIS COMMERCIAL HISTORIC DISTRICT
2. CRITTENDON CTY., AR
3. PHOTO BY SANDRA TAYLOR SMITH
4. 9-30-07
5. NEGATIVE AT AHPP
6. VIEW LOOKING NORTHEAST FROM 8TH + E. BROADWAY
7. PHOTO # 4



100-10-3

100-10-3

DR. WANDA WILSON  
401-707-1000

ROAD  
WORK  
1500 FT

TV'S  
RENTALS  
APPLIANCES  
STEREOS  
OPTICSTERS  
FURNITURE

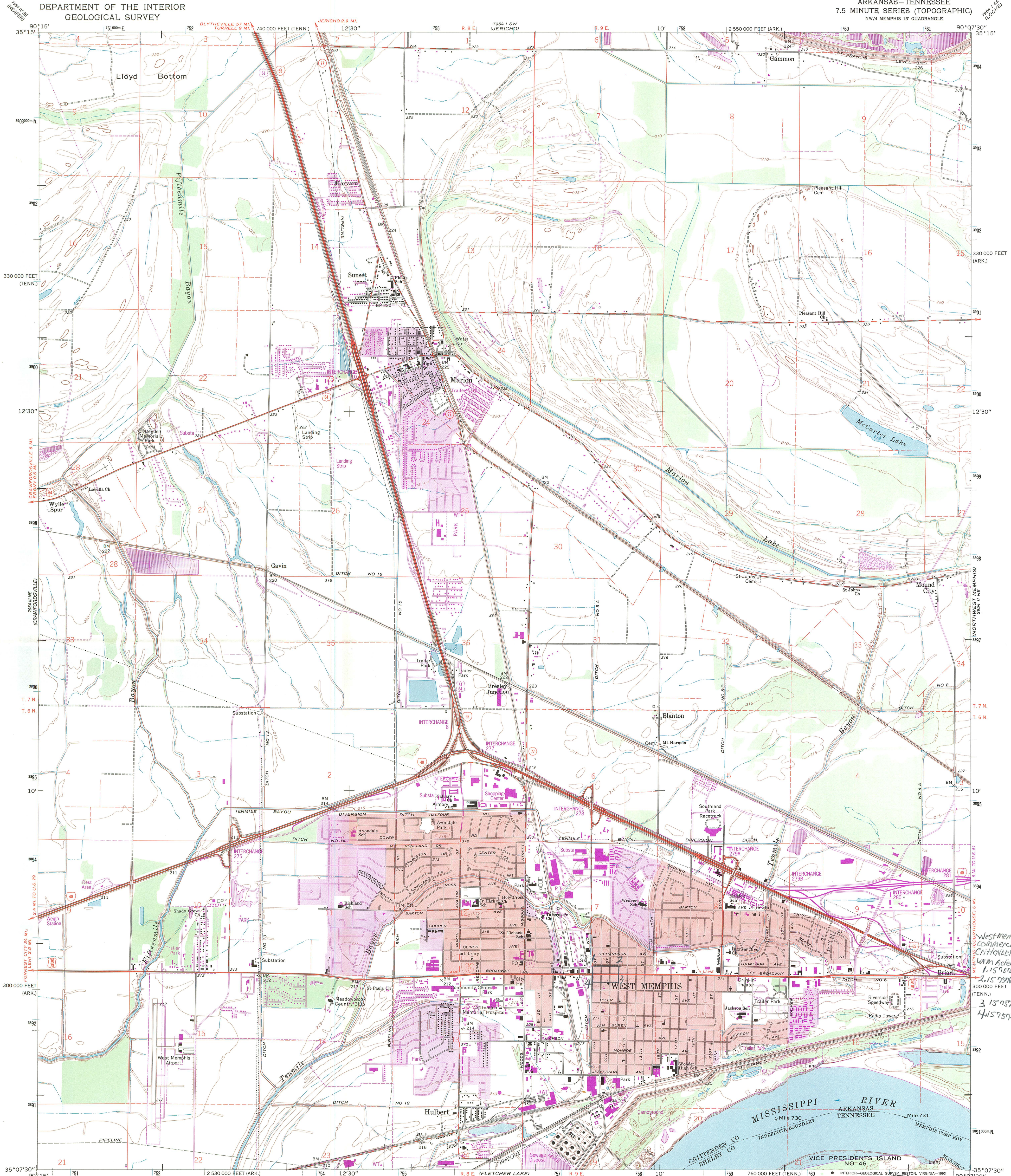
1. SOUTHLIDE 800 BLOCK EAST BROADWAY  
WEST MEMPHIS COMMERCIAL HISTORIC DISTRICT
2. CRITTENDON CTY., AR
3. PHOTO BY SANDRA TAYLOR SMITH
4. 9-30-07
5. NEGATIVE AT ANPP
6. VIEW LOOKING SOUTHEAST FROM 8TH + E. BROADWAY
7. PHOTO #5



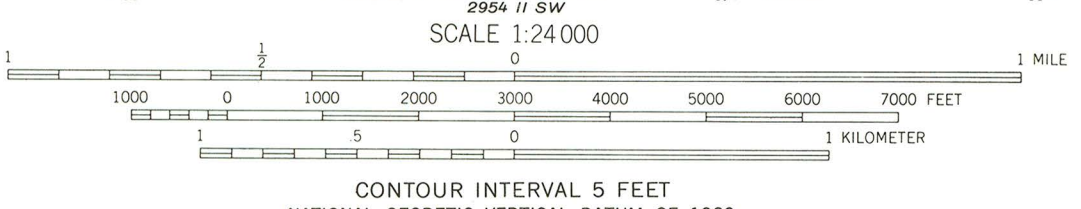
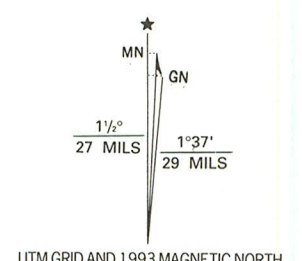
1. NORTH SIDE 9001 BLOCK E. BROADWAY  
WEST MEMPHIS COMMERCIAL HISTORIC BROADWAY
2. CRITTENDON CTY., AR
3. PHOTO BY SANDRA TAYLOR SMITH
4. 9-30-07
5. NEGATIVE AT AHPP
6. VIEW LOOKING NORTHWEST
7. PHOTO # 6



1. SOUTH SIDE 900 BLOCK E. BROADWAY  
WEST MEMPHIS COMMERCIAL HISTORIC DISTRICT
2. CRITTENDON CTY., AR
3. PHOTO BY SANDRA TAYLOR SMITH
4. 9-30-07
5. NEGATIVE AT AHPP
6. VIEW LOOKING SOUTHEAST FROM 9TH + BROADWAY
7. PHOTO #7



Produced by the United States Geological Survey  
Control by USGS, NOS/NOAA and USCE  
Topography by photogrammetric methods from aerial photographs taken 1963. Field checked 1966  
Projection: Arkansas coordinate system, north zone (Lambert conformal conic)  
10,000-foot grid ticks: Arkansas coordinate system, north zone and Tennessee coordinate system  
1000-meter Universal Transverse Mercator grid ticks, zone 15, shown in blue 1927 North American Datum (NAD 27)  
North American Datum of 1983 (NAD 83) is shown by dashed corner ticks  
The values of the shift between NAD 27 and NAD 83 for 7.5-minute intersections are given in USGS Bulletin 1875  
Red tint indicates areas in which only landmark buildings are shown  
Fine red dashed lines indicate selected fence and field lines where generally visible on aerial photographs. This information is unchecked



CONTOUR INTERVAL 5 FEET  
NATIONAL GEODETIC VERTICAL DATUM OF 1929  
THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092  
ARKANSAS GEOLOGICAL COMMISSION, LITTLE ROCK, ARKANSAS 72204  
AND TENNESSEE DEPARTMENT OF CONSERVATION, DIVISION OF GEOLOGY, NASHVILLE, TENNESSEE 37243  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

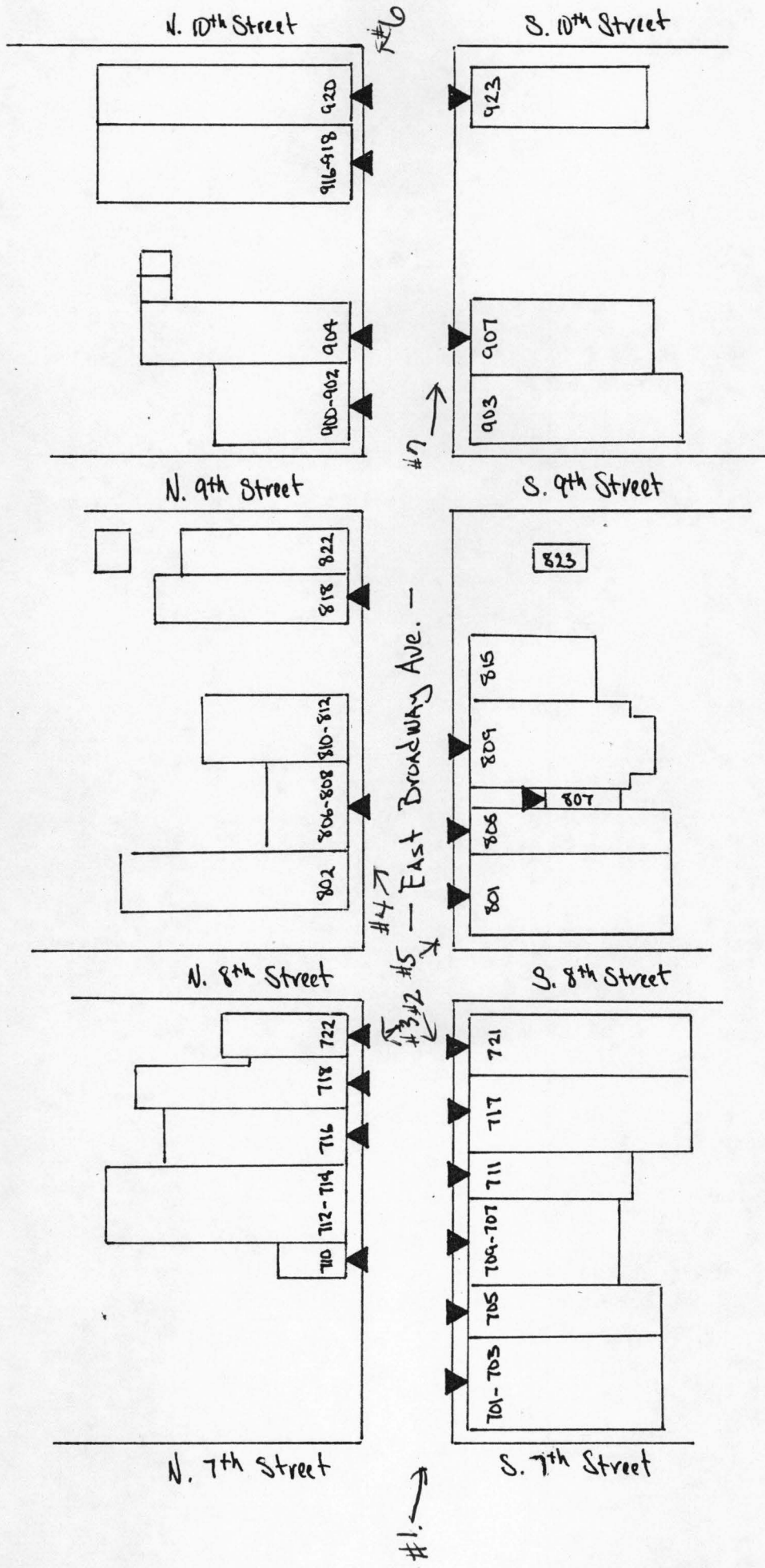
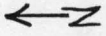


ROAD CLASSIFICATION  
Heavy-duty ——— Light-duty ———  
Medium-duty ——— Unimproved dirt ———  
Interstate Route ——— U.S. Route ——— State Route ———

WEST MEMPHIS, ARK. - TENN.  
NW/4 MEMPHIS 15' QUADRANGLE  
35090-B2-TF-024  
1966  
REVISED 1993  
DMA 2954 II NW-SERIES V884

Revisions shown in purple compiled from aerial photographs taken 1990 and other sources. This information not field checked. Map edited 1993  
Information shown in purple may not meet USGS content standards and may conflict with previously mapped contours  
Purple tint indicates extension of urban areas

West Memphis Commercial Historic District  
Crittenden Co., AR  
with references:  
1. 15 05049/3892019  
2. 15 05045/3892014  
3. 15 05044/3892051  
4. 15 05042/3892051



West Memphis Commercial Historic District  
Crittenden County, AR



The Department of  
**Arkansas  
Heritage**

Mike Beebe  
Governor

Cathie Matthews  
Director

Arkansas Arts Council

\*

Arkansas Natural Heritage  
Commission

\*

Delta Cultural Center

\*

Historic Arkansas Museum

\*

Mosaic Templars  
Cultural Center

\*

Old State House Museum



Arkansas Historic  
Preservation Program

1500 Tower Building

323 Center Street

Little Rock, AR 72201

(501) 324-9880

fax: (501) 324-9184

tdd: (501) 324-9811

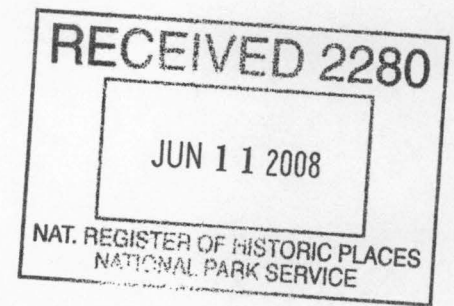
e-mail:

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

website:

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

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April 3, 2008

Dr. Janet Matthews  
Chief of Registration  
United States Department of the Interior  
National Register of Historic Places  
National Park Service  
8th Floor  
1201 Eye Street, NW  
Washington, DC 20005

RE: West Memphis Commercial Historic District – West  
Memphis, Crittenden County, Arkansas

Dear Dr. Matthews:

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

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

Sincerely,

Cathie Matthews  
State Historic Preservation Officer

CM:rsw

Enclosure